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THE NATIONAL NEWSPAPER OF MARKETING

No Tax on Kickbacks, U.S. Judges Decide

Money Wasn't Pew's if It Merely Passed Through Hands: Court

WASHINGTON, Sept. 21—The tax court ruled today that an advertising executive isn't expected to pay income taxes on commissions which he is forced to kick back to a client.

The decision was a victory for New York adman Marlen F. Pew Jr., who was trying to fight off a $20,629 tax evasion penalty imposed by the Internal Revenue Service. Mr. Pew represented himself before the tax court, and scored a complete success with the judges.

■ The case dated back to 1952, when Marlen Pew Associates was serving as public relations and advertising counsel for Peter Paul Inc., Naugatuck, Conn. He received nearly $60,000 in commissions and reimbursed expenses

(Continued on Page 12)

Cinzano Vermouth to Get '1st Major Radio Advertising'

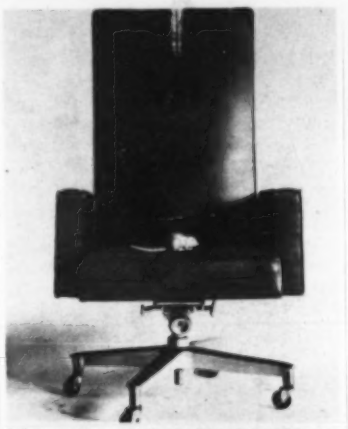
NEW YORK, Sept. 21—Beginning Sept. 25, National Distilled Products Co. will launch a saturation spot radio campaign for Cinzano vermouth on ten stations in metropolitan New York and Northern California.

This will be Cinzano's "first major radio advertising." In addition, it will use a five-minute radio show, "This Is Paris," with Maurice Chevalier as host. The show will carry commercials for the dry, white type of vermouth from France and the sweet, red from Italy. Commercials will be 20 and 60 seconds.

■ Cinzano will also go "continental" in four-color pages in *Esquire*, *Holiday*, and *The New Yorker*. Ads will be in the shape of continental-style posters, with copy at a minimum. They will run once a month in each magazine, October through January.

The December issue of *Holiday* will feature a split ad, consisting of two junior half-pages in color. One will feature sweet vermouth, the other the dry.

Fletcher Richards, Calkins & Holden is the agency. #



SEATS OF THE MIGHTY—*This is one of a series of page ads scheduled for New York newspapers, promoting Itkin Bros., which refers to itself as New York's largest office furnisher.*

Agency Profits Dip to 3.86% in '60, 4A's Finds

Percentage of Gross Income Off from '59's 4.27%, New Figures Show

NEW YORK, Sept. 21—Advertising agencies last year saw their profits decline from the 1959 level, according to figures compiled by the American Assn. of Advertising Agencies. On the basis of reports from 245 agencies, net profit (as a percentage of gross income) slid to 3.86% in 1960. The 1959 figure was 4.27%.

A new set of figures has been added this year to the Four A's compilation. The figures cover incorporated agencies only. The Four A's said it was tending to make more use of this figure than the one for all agencies, since the "all agencies" category includes proprietorships and partnerships which were not comparable with corporations.

Net profit for incorporated agencies, the Four A's said, amounted to 3.44% last year, as compared with 3.77% in 1959 and 2.39% in 1958. The best year for such agencies was 1951, when the figure was 5.64%.

■ Figures dealing with all agencies indicated declining payrolls (70.30% of gross income in 1958, 69.18% in 1959 and 68.94% last year); increasing taxes (1.72% in 1958, 1.91% in 1959 and 2.18% in 1960), and an advance in total expenses over 1959 (93.94% in '59 and 94.35% in '60).

For a complete picture of agencies' profits and costs between 1951 and 1960, see Page 126. #

War Clouds Fail to Mar Madrid IAA Conference

Expanding Markets, Ad Potential, Responsibilities Highlight Int'l Meeting

By S. R. Bernstein

MADRID, Sept. 22—If the world is shortly to be embroiled in war, European admen seem totally unaware of the possibility—or at least they pointedly avoided the subject at the Fourth Biennial International Advertising Conference staged here this week by the European Council of the International Advertising Assn.

No war talk was heard here—not even a whisper.

Instead, discussions revolved around expanding markets, greater international trade, and increased potentials and responsibilities of advertising.

Even on IAA's internal political front, all was peaceful.

This conference, like the preceding ones, was pointed exclusively at Europe. The speakers

(Continued on Page 12)

MPA Names Herbert, Hears Kobak Tell Magazines' Financial Woes

Lasser Exec Discounts Effect of TV in Magazines' Dwindling Profit Picture

NEW YORK, Sept. 19—John K. Herbert, former publisher of *American Weekly*, today was elected president and chief executive officer of the Magazine Publishers Assn. (AA, Sept. 18). He replaces Robert E. Kenyon Jr., who was named exec vp to "work on the broad program of member services and other trade association activities."

Mr. Herbert will have a three-year contract with MPA, calling for $50,000 annually, and he expects to get started "some time next week." Mr. Kenyon's five-year contract with MPA expires Dec. 31.

■ The MPA reorganization, which formally took place at an afternoon board session during the group's fifth annual fall conference, had been rumored for some months (AA, July 24). It increased to two the number of Hearst men in the MPA hierarchy. One is Mr. Herbert who, following an August realignment at *American Weekly*, had been shifted to advertising assistant to J. D. Gortatowsky, chairman of Hearst Consolidated Publications. The other is Richard E. Deems, head of Hearst Magazines, who was elected MPA chairman in October, 1960.

■ Initial steps toward the change it was learned, were taken in mid-July by four members of the MPA executive committee, led by Mr. Deems. By the time the board met today, it was said that all 11 committee men had agreed to Mr. Herbert's election and the reassignment of Mr. Kenyon.

■ Reportedly, Mr. Herbert will direct much of his initial time as MPA chief toward the "serious" situation of postal rate increases proposed by the administration. In the over-all magazine picture, however, it was believed that Mr. Herbert—who admits to being a "salesman by trade"—will be more active in the Magazine Advertising Bureau operations than previous MPA heads.

Appointment of a new MAB

(Continued on Page 10)

Cutty Sark, Sans Agency 20 Years, Appoints Maxon

Brand's Ad Expenditure Hit $1,100,000 in '60; Aims at Top Scotch Spot

NEW YORK, Sept. 20—Buckingham Corp., importer and distributor of Cutty Sark scotch whisky, is using an agency for the first time in more than 20 years.

The company signed Maxon Inc. Sept. 1 to handle the business. Long a maverick in the liquor business, Buckingham began placing its ads direct back in 1955, after being out of advertising for 15 years.

Cutty Sark's previous agency was McCann-Erickson, which re-

(Continued on Page 126)

Genesco Names F&S&R to Handle Corporate Drive

Sprawling Advertiser's PR Company Chose Among 'Not Very Large' Shops

NEW YORK, Sept. 21—After four months of interviewing 34 agencies, Genesco Inc.'s public relations counsel has chosen Fuller & Smith & Ross to handle Genesco's first corporate-financial campaign.

The selection was made by Wallach-Cox Associates, Genesco's pr counsel for several years. And Philip C. Wallach, president, will act as liaison for Genesco with the agency, since Genesco has no corporate advertising director.

In another unusual aspect of the

(Continued on Page 126)

Last Minute News Flashes

DX Sunray, Potts-Woodbury Parting Expected

TULSA, Sept. 22—DX Sunray Oil Co. and its agency, Potts-Woodbury, Kansas City, are expected to part company at the end of the year. Neither company would confirm the split.

Chesebrough May Market Cutex Eye Makeup Line

NEW YORK, Sept. 22—Chesebrough-Pond's reportedly will market a line of eye makeup products under the Cutex name next spring. Advertising will be handled by Doherty, Clifford, Steers & Shenfield, the Cutex agency. Chesebrough also owns Aziza, an eye makeup line retailing between $1 and $2.50 and distributed through drug and department stores. Cutex nail polish and lipstick, a popular high-price line, is sold primarily through variety stores.

Clairol Shifts FC&B, Doyle Dane Assignments

NEW YORK, Sept. 22—Clairol Inc. has switched the Vitapointe cream hair dressing from Foote, Cone & Belding to Doyle Dane Bernbach Inc., and at the same time has assigned two new products still in the development stage to FC&B. Vitapointe has been with Foote, Cone since its introduction in 1958. Clairol said it was seeking a "new creative approach" for Vitapointe. DDB has been handling Clairol Creme Toner.

Gardner Resigns Wabash Railroad

ST. LOUIS, Sept. 22—Gardner Advertising has resigned the Wabash Railroad account, effective immediately. The Wabash, which spent up to $340,000 a year in the 1950s, "discontinued all advertising two years ago," Gardner said. The agency had held the account since 1939.

(Additional News Flashes on Page 117)

Kendall Shifts Unit to Tatham From Burnett

$1,000,000 Account Had Been at Burnett 11 Years; 'Policy Differences' Cited

CHICAGO, Sept. 22—Kendall Co.'s Chicago division today shifted its entire advertising account from Leo Burnett Co. to Tatham-Laird, effective Jan. 1. The account bills between $1,000,000 and $1,500,000.

George A. Percy, Kendall's advertising director, attributed the agency change to "policy differences." Mr. Percy said "there were some policies we couldn't agree upon; we were not dissatisfied with Burnett as an agency." He declined to elaborate.

Burnett had handled all of Kendall's Chicago divisions' advertising with the exception of a new product, still unidentified, which was assigned to Tatham-Laird a year ago. At that time, Kendall talked to six or seven agencies before choosing Tatham-Laird.

■ Kendall's Chicago operation is composed of three divisions—Bauer & Black, Bike sales and Polyken sales. Among the consumer products marketed by the divisions are Curad bandages, Curity first aid supplies, Bauer & Black elastic hosiery and Blue-Jay foot products.

Tatham-Laird did not make a presentation for the account, and no other agencies were considered. None of the other Kendall divisions or agencies are affected by the switch, Mr. Percy said. Burnett had handled the account more than 11 years (AA, April 3, '50). #

Buick Sets '62 Sales Goal of 400,000 Cars

'Forward Thrust,' Special Get Stress in Print, Radio, TV

FLINT, Sept. 19—Buick's advertising plans for 1962 are based on an ambitious sales goal of 400,000 automobiles, an increase of nearly 100,000 units over the current year.

Buick announcement ads break next week, and public introduction of the new models is set for Sept. 27.

Edward D. Rollert, general manager of Buick and a vp of General Motors, said today that sales for the first eight months of 1961 totaled 184,000 cars, an increase of 7%, while industry sales were off more than 15%. He said the division should finish 1961 with sales of 300,000, which indicates a strong fourth quarter.

At a press preview of the new Buick line, Mr. Rollert said he expected to have 17,500 1962 models in dealers' hands by announcement day next week. This will include 5,500 Buick Specials. Last year, the dealer sampling on introduction day was only 12,000.

■ Next week, Buick will unveil its new line in some 3,800 newspapers, and magazine ads beginning next week eventually will appear in a total of 25 publications. A two-week radio spot campaign will bracket public introduction day in 83 markets that represent 70% of Buick's total sales. Buick also takes up sponsorship next week of "Sing Along with Mitch."

The Buick Special is marked for more advertising dollars during 1962. The Special so far this year has accounted for 29% of Buick's total retail sales, but Mr. Rollert pointed out that the volume for the last six months has been closer to 39% or 40%. He said the 400,000 sales goal for 1962 includes Specials as 40% of the total.

Although Buick is allocating a bigger budget for its 1962 announcement, the percentage of total budget for the September-December quarter is not as great as in past years. A heavier portion will be spent in the January-March quarter just prior to the traditional spring push.

■ Mr. Rollert said the Special sales so far this year have not been in the compact field. He said 35% involved trade-ins of Ford, Chevrolet or Plymouth; 28% were "clean deals" with no trade; nearly 20% were Buicks four-years-old or more; and the rest in the same general Buick price range.

Buick ads will emphasize the "advance thrust" of the full-size cars—a term describing the forward placement of the engine to give better balance and more foot room in the passenger compartment. Mr. Rollert said Buick has eliminated the hump in the floor by moving the engine 4½" forward and locating the transmission almost entirely forward of the toeboard.

McCann-Erickson is the agency.

Emerson Radio Is Name

The corporate name of DuMont-Emerson Corp., marketing subsidiary of Emerson Radio & Phonograph Corp., Jersey City, has been changed to Emerson Radio. The revision was made because this subsidiary markets Granco, Telectro and Quiet Kool brands as well as Emerson and DuMont. Headquarters remain at 680 Fifth Ave., New York.

Bob Hope Guaranteed $25,000 in Tune-In Ads for Revlon Shows

NEW YORK, Sept. 21—Bob Hope rarely appears on television without drawing a good, solid rating. Mr. Hope's box office pull is potent, but he also has what amounts to approximately $25,000 worth of rating insurance. This is the amount of tune-in advertising his sponsor—Revlon in the case of his next tv outing Dec. 13 on NBC—is required to provide. This provision is written into the contract and figured in the budget from the beginning when the veteran comedian agrees to do a tv special.

Mr. Hope's fellow performers are not so blessed. This Hope requirement is believed to be unique in the business.

Despite the fact that tv networks traditionally have encouraged sponsors to build audiences for their own shows through ads in newspapers and other media, the trend is toward less support of this type.

The decrease in see-our-show-tonight ballyhoo has accompanied the increase in participation sponsorship. Just to list the names of all the sponsors for a minute carrier such as "Captain of Detectives" would take up so much room there would hardly be enough left to make the program sound enticing.

■ Moving counter to the trend are sponsors, who continue to carry a full show themselves or on a co-sponsorship basis. Many of these spend ad dollars in newspapers and/or *TV Guide* to remind viewers to watch their shows. But even here the list of what one network —CBS—calls the honor roll appears to be shrinking.

Among those who obviously still

(Continued on Page 125)

'Complete Shopper' Folds; Mayer Joins Promenade

Complete Shopper in Manhattan, New York, a service magazine for visitors to New York, suspended publication with its Sept. 16 issue. Robert E. Mayer, publisher, has joined Promenade Magazines Inc. as exec vp.

Three of the *Complete Shopper* sales staff have also joined the company, which publishes *Promenade*, which will now circulate among 42 eastern hotels. *Complete Shopper* was launched in October, 1957.

HOPE FOR SLEEP—*This b&w-and-color spread in Life, Sept. 29, will kick off Serta Associates' fall campaign. Tatham-Laird, Serta agency, says Hope's quote, "I even have to sleep in a hurry," is no gag—the cameraman caught him when he had just finished his picture and just a few hours before he left for Europe. (For other news of Mr. Hope, see the adjoining column.)*

Manischewitz's Barter Radio Drive Has New Copy Style

NEW YORK, Sept. 21—Monarch Wine Co., marketer of Manischewitz wines, has launched a radio-only fall campaign using time acquired entirely on a barter basis.

Fewer than a dozen stations are running Monarch commercials at present, "but the bulk will be on the air in ten days." The company is currently lining up 150 radio stations across the U.S., including "a number of key CBS and NBC outlets."

The company has drawn on an inventory of "some $4,000,000" in radio time available to its new agency, Del Wood Associates (AA, Aug. 21). Nort Wyner, vp and director of advertising and sales, said: "My buys are almost uniformly fixed positions. They have nothing to do with any radio package originally used to create the time credit for Del Wood.

"Del Wood has about half a dozen methods of creating barter time.

"For instance, Peter Frank, the president, owns Richard H. Uhlman Inc., which produces radio libraries. Uhlman sells them, and in selling them creates a great deal of barter time. Their entire inventory is available to Del Wood."

■ However, the company won't be using stations like WQXR here, "which pride themselves on their programming," Mr. Wyner said. "That's their life's blood."

So far, Monarch hasn't lined up stations in Chicago, Los Angeles or New York. It plans to average 45 spots per station per week in 60-plus markets, with the lion's share going into a dozen major markets.

Monarch advertises in two cycles, September-through-Christmas, and January-through-Easter. It estimates the present cycle carries an investment approximately the equivalent of $1,000,000 in radio time.

So far Monarch has prepared 10 commercials, either ten or 60 seconds, for nine wines—three grape, three fruit and three dry. Other commercials will be prepared for Monarch's holiday gift packaging.

■ The commercials mark a radical switch from Monarch's previous advertising. They will be built around a humorous approach.

"This is a distinct departure for us," Mr. Wyner said. "Our previous advertising was a stand-up type of thing in which we recited the virtues of the product. It was practically a challenge to the listener to stick it through.

"This is also a turnabout, because most wine people take themselves pretty seriously. This business is a slugging match."

The three fruit wines—blackberry, loganberry, and cherry—get a tongue-in-cheek approach, featuring an almost Schweppesian "man from Manischewitz." #

Fenwick to Head Edward H. Weiss L.A. Operation

LOS ANGELES, Sept. 21—Edward H. Weiss & Co., Chicago, has named David R. Fenwick, who left Donahue & Coe here last month (AA, Aug. 28), vp in charge of West Coast operations, effective Oct. 1.

David Fenwick

Mr. Fenwick's post at Weiss will be a new one, and will not affect the present positions in the West Coast Weiss office held by Howard Broad, who is in charge of merchandising, and Lester Goldsmith, supervisor of radio and tv activities.

When he resigned as vp and chairman of the western plans board of Donahue & Coe, Mr. Fenwick had said that he planned to open an agency of his own. But he told ADVERTISING AGE today that he was a longtime admirer of Edward H. Weiss, and when approached by Weiss he decided to go to work for an agency that "is creative, and just about the right size for me. I've admired them since the Toni days, and I think they are doing outstanding creative work today on some other accounts."

■ Mr. Fenwick said there were no accounts definitely committed to him, and he had none "in his pocket" on the eve of joining Weiss. "But I will be soliciting accounts when I get back to California," he said, "including some that I have worked on while at other agencies."

Prior to his association with Donahue & Coe, David Fenwick was involved in the much-publicized merger and un-merger of Grant Advertising here with Robinson, Fenwick & Haynes, an agency in which he was a partner. In July, 1960, RF&H became the Los Angeles office of Grant; less than six months later the merger was dissolved.

■ Robinson, Fenwick & Haynes resumed doing business under that name after splitting with Grant, but Mr. Fenwick remained with Grant for a short time, as senior vp and creative supervisor in New York; in February this year he left Grant to join Donahue & Coe as vp and account supervisor here. Capitol Records' Angel Records division followed him from Grant to D&C; subsequently Angel Records moved to Carson/Roberts, which already handled the parent Capitol account.

In July, David Fenwick's name came off the RF&H door and the agency became simply Robinson & Haynes. #

Paynter Joins Institute of Life Insurance as VP

William K. Paynter has joined the Institute of Life Insurance, New York, as a vp. Mr. Paynter formerly was director of advertising and public relations of Connecticut General Life Insurance Co., Hartford.

Simonds to Open Branch Office

Simonds, Payson Co., Portland, Me., will open a branch office in New York Oct. 2, with offices at 437 Fifth Ave. James G. McLoughlin, formerly head of his own public relations office in New York, has been appointed to head Simonds' new New York office.

Highlights of This Week's Issue

James Lovick & Co. acquires Brooks Advertising Ltd., effective Jan. 2 ....Page 4

National Assn. of Retail Grocers of the U.S. will sponsor its fifth annual All-American Brands Spectacular Oct. 5-14, in cooperation with The Saturday Evening Post ....Page 6

National Assn. of Furniture Manufacturers adopts a "seal of integrity" program, designed to build better business relations between furniture manufacturers and their dealers and customers ....Page 8

Department of Interior's 1960 national survey of fishing and hunting reveals that this form of recreation has become a $4 billion market ....Page 24

McKesson & Robbins, following a successful two-month test in Florida, launches six-oz. canned vodka drinks in five more states ....Page 29

Independent Grocers' Alliance sets "Red Carpet Service" promotion ....Page 36

Oyster growers of the northern Pacific Coast area form a new sales organization, United Oyster Producers Assn. ....Page 42

Jerry Jontry, vp of Esquire, charges that the 15% agency commission is "an anachronism" that is actually detrimental to shops seeking a "fair price" for their services ....Page 48

Brown & Haley schedules a concentrated 90-day holiday promotion for its Almond Roca and chocolate assortment in western print media ....Page 52

Canada Dry Corp. will launch its biggest campaign for Johnnie Walker Red Label scotch with a four-color page in the Oct. 21 issue of The New Yorker ....Page 60

Dean Milk Co. kicked off an ad campaign for its new line of miniature sweet rolls with a color spread in the Sept. 17 Chicago Sunday Tribune Magazine ....Page 62

Bates Mfg. Co. offers the Bates brand name and its ribbon-and-crown symbol to unbranded textile products ....Page 64

American Civil Liberties Union denies that program review by the Federal Communications Commission is censorship ....Page 65

Fuller & Smith & Ross will conduct a survey, aimed at pinpointing farm market trends, at the Jasper County, Ind., Farm Progress Show Sept. 27-29 ....Page 70

Patio Foods plans to expand distribution of its line of frozen Mexican-style foods into eastern markets within the next few months ....Page 74

Chrysler Corp. and Ford division review bookkeeping procedures so that their annual advertising budgets will coincide with the passenger car model year instead of the calendar year ....Page 78

Crowell-Collier Broadcasting Co., owner of strike-bound KFWB, institutes actions in superior court against Harry Maizlish, former owner of the station, and the American Federation of Television & Radio Artists ....Page 88

Canadian Post Office Department tightens rules to allow the use of Canadian "return-postage-paid" permits only to mail matter printed in Canada ....Page 109

Bell Telephone System will use a heavy barrage of magazine advertising, plus a commercial on the season's first "Bell Telephone Hour" Sept. 29, to promote extension telephones ....Page 121

FIGURES TO FILE

Nielsen Network TV	Page 66
Farm Publication Linage	Page 87
Mobil Oil's Network Package	Page 124
Ten-Year Record of Agencies' Costs & Profits	Page 126

REGULAR FEATURES

Advertisers in This Issue	124
Advertising Market Place	122
Agencies Ask Us	102
Along the Media Path	14
Coming Conventions	82
Creative Man's Corner	102
Editorials	18
Farm Publication Linage	87
Getting Personal	22
Information for Advertisers	50
Obituaries	12, 40, 120
On the Merchandising Front	104
On the Packaging Front	107
Peeled Eye Dept.	104
Photographic Review	94
Production Tips	107
Rough Proofs	18
This Week in Washington	125
Versatile Adman	74
Voice of the Advertiser	112

Summer 'Dog Days' Ended? Not in the Ad Business . . .

WIN A TOUR
OF EUROPE
in RED HEART "Puppy Weight
Judging" SweepSteaks!
FIRST PRIZE
HERE'S HOW YOU ENTER:
ENTRY BLANK
All the Nutrients of a Complete Stock Dinner in One Can of Red Heart

HEP TO HEFT?—*This two-color spread running in the October Reader's Digest introduces Red Heart's Puppy Weight Judging SweepSteaks, offering prizes ranging from a Paris trip for two to steak dinners for "you and your dog." Ads will run in Sunday, independent supplements and in r.o.p. color newspaper ads in September and October. It will be repeated in the November Digest. John W. Shaw is the agency for John Morrell & Co.'s Red Heart division.*

Not Just A-Woofin' . . .

Small Dog Trend Cuts Sales, but Market Potential's Vast, Institute Told

Pet Food Folk Hear Dog Food Volume Is Bigger than Bake Mixes

CHICAGO, Sept. 19—Sales of dog food will be slightly smaller this year than in 1960, despite a larger number of dog owning families in the U.S.

Arden B. Crawford, of the Market Research Corp. of America, told the Pet Food Institute today that about 2.42 billion tons of dog food will be sold this year, compared with an estimate for 1961 of 2.5 billion tons made two years ago. An 8% decline in the sale of wet (canned) dog food, not quite offset by an 8% rise in dry dog food sales, caused the drop, he said.

Mr. Crawford said dry dog food now represents about half the total prepared dog food tonnage, compared with 45% two years ago and 40% 11 years ago.

There are some 17,900,000 dog owning families (and 24,130,000 dogs) in the country, he said, compared with 17,300,000 such families in 1959. The percentage of all U.S. families remains the same—34%. The drop in consumer purchasing of dog food is attributable to the fact that the average number of dogs per owning family has dropped from 1.4 to 1.35.

■ "Our annual pet census shows that the size of dog is decreasing—another reason for a softening in consumption," he added.

He noted that there are some 25,500,000 cats in the U.S., owned

(Continued on Page 66)

FRANK A. SHERER, *financial vp of Interpublic Inc., New York, has been appointed exec vp. The post has been vacant since the retirement earlier this year of Wilbert G. Stilson.*

Kasco Mom 'N Pup, First 'Ethical Drug' for Dogs, Is Launched

NEW YORK, Sept. 20—Corn Products Co. has begun barking up a new tree with the national introduction of Kasco Mom 'N Pup, the first "ethical drug" for dogs.

Mom 'N Pup, being marketed by the company's Best Foods division, is described as the "first medicated dog food for the treatment and control of roundworms."

The product will be available only via veterinarian's prescription. The nation's veterinarians either sell products directly to their clients or write prescriptions which can be filled at feed stores.

Mom 'N Pup has already been detailed to veterinarians. A print campaign will break shortly in national and state veterinary publications.

■ Mom 'N Pup is Kasco dog food, fortified with "a therapeutically active drug." According to Best Foods, "Clinical testing has established safety, stability and effectiveness for puppies and bitches before and after breeding."

Donahue & Coe, the Kasco agency, will be handling the introduction. #

So. Cal. Four A's Elects

Southern California Council of the American Assn. of Advertising Agencies has named Kai Jorgensen chairman, succeeding E. G. Neale Sr., who remains on the board of governors. Mr. Jorgensen is president of Hixson & Jorgensen; Mr. Neale heads Neale Advertising Associates, both in Los Angeles. Lou Scott, Foote, Cone & Belding, and Norval LaVene, Fuller & Smith & Ross, were elected vice-chairman and secretary-treasurer, respectively.

Sound Names Andrews

Sound Publishing Co., New York, publisher of *Sound Merchandising*, has named W. W. Andrews, 3096 Livingston Road, Cleveland, east central space sales representative for the magazine.

Riordan Takes Strongheart to Remsen Agency

Geyer Had Handled Account; Plans Include Price Hike, More Markets

LONG BRANCH, N.J., Sept. 20—Loyalty is supposed to be one of the chief attributes of a dog, and it looks as if the dog food business is not without that virtue.

Doyle Packing Co. of New Jersey, maker of Strongheart dog and cat food on the East Coast, has followed its account executive, John Riordan, out of Geyer, Morey, Madden & Ballard, New York, where he and Strongheart spent four and one-half years, to Remsen Advertising, New Haven, Conn.

The relationship has been blooming for 12 years. Mr. Riordan first set to work on Strongheart advertising when he operated his own agency. He then moved with Strongheart to Roy S. Durstine Inc., where he remained four years, and next he and his pet account switched to Geyer, Morey.

Mr. Riordan said the Remsen appointment reflected Doyle's desire to "showcase" its product. Although Strongheart advertising amounts to "under $200,000" a year, Mr. Riordan said, the company wants to make a "real account" out of itself. Accordingly, Doyle has raised the price of the dog food from 10¢ a can to three cans for 35¢, bringing it more in line with competition and allowing more money for advertising, he said.

■ In addition, Doyle has set test campaigns for Strongheart in New York, Philadelphia, Baltimore and Boston. Newspapers, local supplements and regional editions of *Family Circle* and *Woman's Day* will convey the Strongheart message. Eventually the company hopes to expand into all areas from Florida to Canada and west to Pittsburgh. Another company, Doyle Inc., Chicago, markets Strongheart in the Midwest (through Lilienfeld & Co.).

Meanwhile, the Remsen agency, which handles mostly industrial and sporting goods clients, has named Dana M. Hill as director of marketing services and co-ordinator of new business activities. Mr. Hill was formerly director of marketing services of the packaging division of Mead Paper Co., Atlanta. #

Neil McCaffrey Named to Head C-C Mail Order Sales

Neil McCaffrey, formerly in charge of direct mail promotion for several Doubleday & Co. book clubs, has been named to the new title of manager of all mail order operations in Crowell-Collier Publishing Co.'s general publishing division, New York.

He will be responsible for mail order sales of Macmillan Co., Free Press of Glencoe Inc., and Collier Books, the three units of the division.

Midwest Newspaper Ad Group Elects Gearhart

George Gearhart, general manager of *Northwest Arkansas Times*, Fayetteville, has been elected president of the Midwest Newspaper Advertising Executive's Assn. Other new officers include S. T. Sandberg, retail advertising manager, *Wichita Eagle & Beacon*, vp, and Clayton Lau, advertising manager of the *Enterprise*, Beaumont, Tex., secretary-treasurer.

GROWS ON YOU—*These "space buildup" color ads for Johnson's wax kick off S. C. Johnson & Son's fall shoe polish promotion Oct. 1. Ads build from half to full-page units on three consecutive non-facing pages in Sunday supplements in 30 major markets. B&w pages will run in newspapers in 30 other markets, and the wax maker has also scheduled heavy tv use. Needham, Louis & Brorby is the agency.*

S. C. Johnson Sets Fall Shoe Polish Push in 60 Markets

RACINE, WIS., Sept. 20—S. C. Johnson & Son will kick off a major fall promotion of Johnson shoe polishes with unusual "space buildup" ads in newspaper supplements.

L. R. Peterson, product manager, said the newspaper and tv program for autumn will be the "most extensive in the history of the shoe polish business"—even bigger than the campaign that launched the product nationally less than a year ago.

The "space buildup" ads will run in *Sunday* Oct. 1 in 30 major markets. The color ads, actually a set of three, will build from half-page to page units, run on three consecutive non-facing pages.

■ In addition, Johnson's will run page b&w ads in 30 other major market newspapers.

Tv commercials will also be carried on the wax maker's three CBS-TV programs, the Garry Moore and Red Skelton Shows and "Gunsmoke." Daytime tv, 10¢-off coupons and in-store displays are also scheduled.

Three panels progressively show daughter, mother and father using different polish packages.

Needham, Louis & Brorby is the agency for print and tv. #

Mobil Rips TV Buying Patterns

NEW YORK, Sept. 19—Mobil Oil's $3,200,000 package buy for this fall on Columbia Broadcasting System and American Broadcasting Co. (AA, Sept. 18) is a precedent setter in network gerrymandering.

Never has an advertiser been able to pick his markets to suit his own needs regardless of the established station lineup.

For eight CBS shows, whose lineups range from approximately 110 to 163 stations, Mobil, in its first campaign through Ted Bates & Co., ordered 80. For 11 entertainment shows and one newscast on ABC, the company ordered 79 to 95 stations, from lineups ranging from 94, for news, to 176 for "Adventures in Paradise."

In short, this former spot tv buyer decided to channel 80% of its total ad budget into network tv for the fourth quarter of this year, when ABC and CBS agreed to sell Mobil a tailor-made lineup dovetailing with its 43-station distribution pattern.

■ None of Mobil's network dollars went to National Broadcasting Co. NBC, which is currently officially cool to regional sponsors, except

(Continued on Page 124)

To Communicate: Answer the Phone. . .

Bennett Pushes Foreign, Luxury Wares; Builds Record of Growth

Despite $1,000,000 Loss of Longines Soupbone, Agency Is Billing More

By Milton Moskowitz

NEW YORK, Sept. 19—Victor A. Bennett, who heads the New York agency bearing his name, is one of the few agency presidents who answers his own phone when it rings.

It rang the other day during an interview. "Bennett speaking," he said. It was a real estate broker looking to sell some space. "No," he said, after listening to the pitch, "we've just renewed here, and we are taking additional space in the building (at 6 E. 45th St.)."

■ Putting down the phone, Mr. Bennett explained, in the English accent that has never left him, "We're in the business of communications, and I believe I should be accessible at all times. I want my people here to be accessible at all times, too."

Now 13 years old, the Victor A. Bennett agency is unusual in other respects. For a $5,000,000 agency, it is rather quiet. It does little or no tub-thumping for itself. The agency has enjoyed a steady growth, but it has remained basically a projection of its founder.

Vic Bennett, a transplanted Englishman, founded the shop. He and his family own 100% of the stock, and the agency's offices are dotted with family heirlooms, such as a Pembroke writing desk and a 300-year-old, still-functioning grandfather clock—both owned previously by Mr. Bennett's late father.

Mr. Bennett takes no direct hand in the copy and art—but he runs the show from his northeast corner office. He has turned a cold shoulder to all merger offers—and these have been numerous in recent years.

■ If varied experience makes an agency man, Mr. Bennett qualifies. The route he took began in 1930, when he arrived here from Britain

(Continued on Page 84)

Lovick Absorbs Brooks Agency

TORONTO, Sept. 20—James Lovick & Co. has acquired Brooks Advertising Ltd., effective next Jan. 2, in a move intended to "keep pace with the demand for volume and revenue to provide funds for the increasing cost of services required for clients in today's expanding market."

Herbert Brooks, president and treasurer of Brooks Advertising, will join Lovick as a vp here. He will continue to direct a number of accounts, which will be announced later.

Lovick said it is billing approximately $20,000,000 and that Brooks' billing is $1,500,000. In 1960 Lovick reported billings of $17,000,000, third largest in Canada. #

'Holiday' Sets April Rate Boost

Holiday has increased its advertising rate, effective with its April, 1962, issue, but the circulation guarantee will stay at 900,000. A b&w page goes to $6,865 from $6,540, a four-color page goes to $10,185 from $9,700. The last rate increase was in November, 1960, at which time the circulation guarantee was increased to the present 900,000 from 875,000. In a message to advertisers and agencies, Ralph W. Hench Jr., vp and ad director, said: "....In light of increasing costs in the publishing industry, no circulation increase is contemplated at this time. Please bear in mind that of recent date, increases have been made effective in both the single copy and subscription prices of *Holiday*. Therefore, the reader is carrying his share of increasing costs."

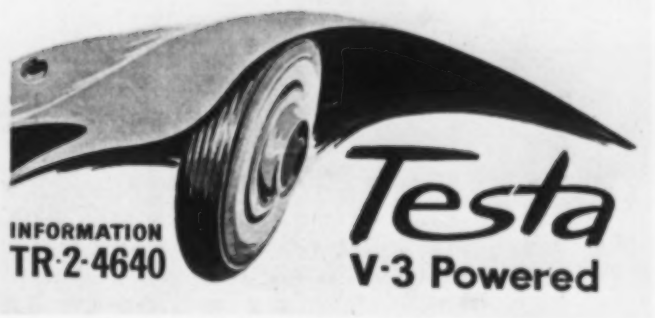
Michigan Broadcasters Elect Biederman President

Les Biederman, president of the Paul Bunyan Network, centered in Traverse City, was elected president of the Michigan Assn. of Broadcasters by some 120 radio and tv executives at their 13th annual convention last week (AA, Sept. 18).

John J. Shepard, WLAV, Grand Rapids, was named vp, and Robert S. Greenhoe, WBCH, Hastings, was elected secretary-treasurer. New directors elected are Walter Patterson, Knorr Broadcasting Co.; Willard Schroeder, WOOD, Grand Rapids; and John O. Gilbert, WXYZ, Detroit. Holdover director is Edward F. Baughn, WPAG, Ann Arbor.

Ekco Elects Culberg Senior VP

Jack J. Culberg has been elected a senior vp of Ekco Products Co., Chicago. A vp of Ekco Products since 1954 and marketing director of the housewares division since 1959, Mr. Culberg will be responsible for the over-all marketing program of the company's housewares division, coordinating sales planning, promotion, advertising, product development and other merchandising activities.



AUTO AD MOCKUP—*Outdoor Advertising Inc. cooked up a mythical automobile called Testa V-3 for a recent billboard test in the Detroit area. Results of the showing were revealed Sept. 19-20 to Detroit agency and automobile company advertising executives. The market study employed a telephone answering service to record results.*

'OAI Motors' Testa Jars Detroit; Now It's Outdoor Motif

DETROIT, Sept. 20—With her V-3 powered engine, Testa drove like a dream. There was never a car like her, literally. That's because she was a car that never got off the drawing board.

Yet last June she took Detroit by storm, when Outdoor Advertising Inc., national sales arm for the medium, "launched" her by way of 100 outdoor panels in the area.

OAI's purpose was to demonstrate outdoor's impact and pulling power, using some rigid ground rules—and no salesmen, showrooms, show girls, speeches, prizes or gala send-offs.

The Testa design showed a slightly cambered front wheel, the flaring sweep of a fender, and the simple words, "V-3 powered." (OAI had checked "V-3 powered," and found it a sound engineering concept.)

■ After that, Testa was on her own. The result: Some 2,200 telephone calls to the number displayed on the panels. Practically every agency and manufacturer in Detroit called in, but most calls came from Detroiters eager for something new on wheels.

This was how they thought of Testa: It's new. It has the sports car look. What's the new engine? It suggests economy. I like the low-slung styling. It has speed. A new compact car. Power. Futuristic design.

And 19 days after the start of the campaign, Starch ratings indicated Testa created a remembered impression on one out of five Detroiters ten years old and older. A second study indicated 78,000 Detroiters had registered brand awareness.

This week, with the non-existent Testa off the outdoor panels, OAI began presenting the results of the campaign to agency and automotive officials in Detroit as more proof of the medium's pull. #

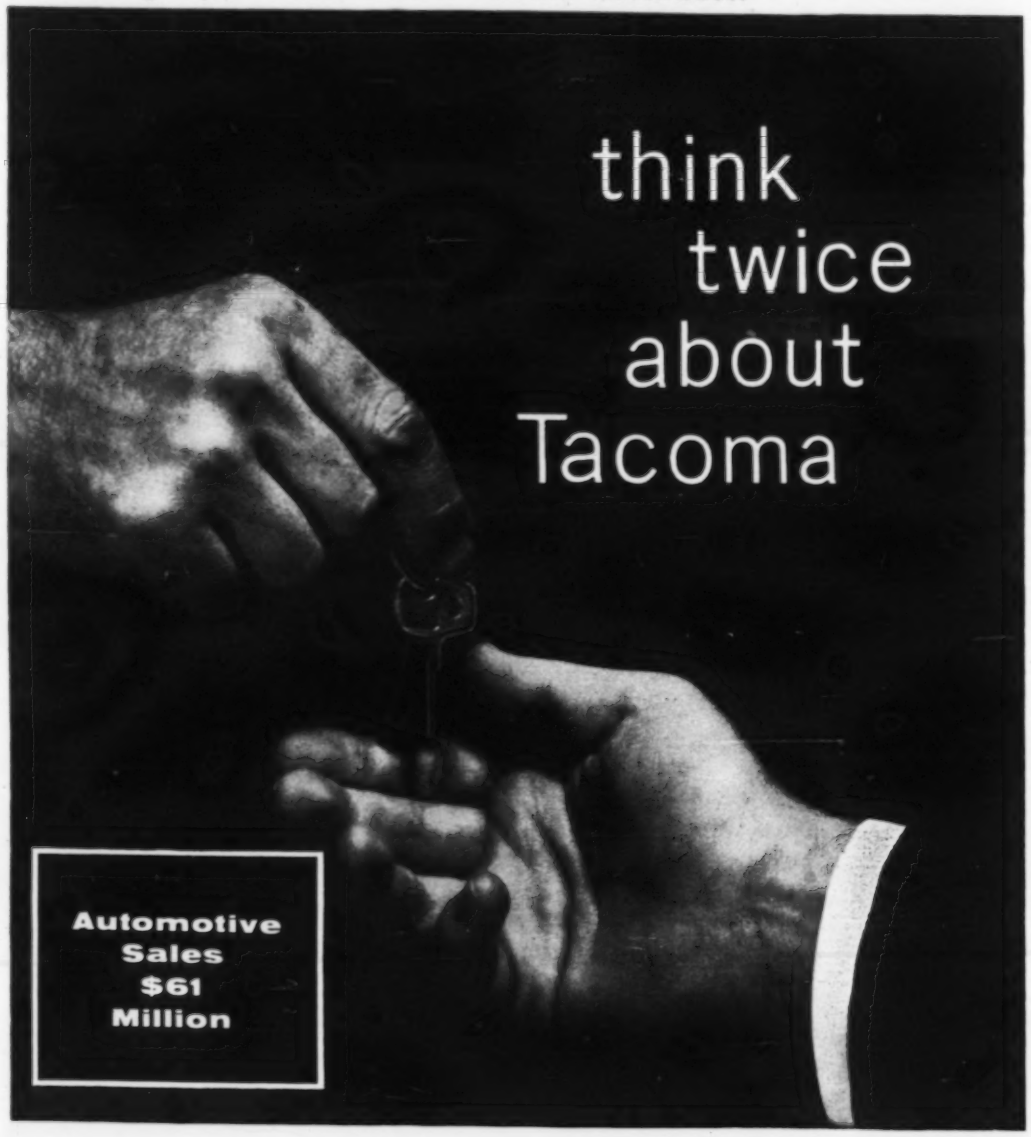
London Press Exchange Names R. C. Sykes Chairman

R. C. (Jim) Sykes, managing director of London Press Exchange Ltd., London agency, has been named chairman, succeeding the late Major George Harrison. Mr. Sykes is succeeded in his former post of deputy chairman by C. F. Tomkinson, formerly vice-chairman.

R. C. Sykes

R. L. Sykes, second son of the agency's founder, has been named vice-chairman, succeeding Mr. Tomkinson.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

How $9 Billion Grows to More Than $330,000,000,000

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1961.

They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.

Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive, West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

"We'll have a hell of a time this fall," says Ambassador Stevenson as he awaits reconvening of the United Nations General Assembly. "I look forward to it eagerly." In this autumn of crisis, Look Magazine presents a searching analysis of the U. N. Can it survive Soviet attacks . . . U.S. frustration? How would it react to a conflict over Red China? The answers emerge through the story of people—plotting Russians, hopeful Americans, fence-sitting Africans, watchful Chinese, leaders of 99 member nations—in the current LOOK, the exciting story of people.

LOOK

TexaSweet Boosts Budget to $250,000; Big Crop Forecast

HOUSTON, Sept. 19—TexaSweet Citrus will spend $250,000 this year to advertise Texas citrus fruit, Foy D. Hall, president of the cooperative, disclosed today.

This is almost double what the organization spent last year, Mr. Hall said.

The TexaSweet campaign will enter six new markets, for a total of 15, he told the Texas Citrus & Vegetable Growers & Shippers' annual convention.

The campaign will use newspapers, radio and television, Mr. Hall told ADVERTISING AGE. Glenn Advertising is the agency, through its San Antonio office.

■ The cooperative markets oranges, grapefruit and some other citrus fruits grown in the lower Rio Grande Valley. The advertising budget is based on assessments in accordance with the amount of crop contributed by members to the total.

The crop this year will be as large as, and perhaps larger than, the 1960 crop, it was estimated, despite the damage done by Hurricane Carla. The over-all crop—which includes all oranges and not just those in the TexaSweet Citrus membership—will total about 3,674,000 boxes of oranges and 6,307,000 boxes of grapefruit, despite an average 8% loss resulting from the hurricane last week. ≡

Peugeot Names Eckersley

Royden (Roy) C. Eckersley, with Chrysler Corp. for the past 14 years, has been appointed marketing manager of Peugeot Inc., marketer of the French-made Peugeot automobiles. With Chrysler, Mr. Eckersley served as a management specialist in dealer relations for the DeSoto-Plymouth division.

20 Advertisers, 'Post' and Nargus Set Brand Spectacular

CHICAGO, Sept. 20—The National Assn. of Retail Grocers of the U.S. will sponsor its fifth annual All-American Brands Spectacular Oct. 5-14, in cooperation with *The Saturday Evening Post*.

For the second year, Kelvinator division of American Motors Corp., will sponsor a contest in connection with the spectacular. A color spread in the Oct. 7 issue of the *Post* will announce the contest, which offers $50,000 worth of prizes.

The promotional event, this year based on a football theme, features 24 brand products. Grocers who feature these products during the display period can compete for various prizes.

The grocer association's monthly, *NARGUS Bulletin*, carried the story to the trade in its September issue. In 1960, cooperating retailers achieved $58,010,558 in extra retail sales during the nine-day event, Nargus said.

SPECTACULAR—*Kelvinator will use this color spread in the Oct. 7 Saturday Evening Post to announce its $50,000 contest in connection with the annual food "spectacular" sponsored by the Post and the National Assn. of Retail Grocers of the U.S.*

■ More than 100,000 store display kits are being shipped to retailers. They include advertising aids, publicity guides, product illustrations and recipes and store display packages.

Manufacturers whose products are being featured this year are American Home Foods (Chef Boy-Ar-Dee stew), Anheuser-Busch (Budweiser beer), Bissell Inc. (rug shampoo), California Packing Corp. (Del Monte catsup), Campbell Soup Co., General Mills (Betty Crocker cake mixes, Bisquick and Gold Medal flour).

Also H. J. Heinz Co. (catsup), Kraft Foods (spaghetti dinner), Lever Bros. ($1,000,000 contest), Libby, McNeill & Libby (tomato juice), National Biscuit Co. (crackers), Ocean Spray (cranberry sauce), Pillsbury Co. (packaged potatoes), Quaker Oats Co. (Aunt Jemima pancake mix, Quaker Oats, Mother's Oats and ready-to-eat cereals).

Also A. E. Staley Mfg. Co. (Sta-Flo spray starch and Sta-Puf rinse), Seven-Up Co., Standard Brands (Blue Bonnet margarine), Sunshine Biscuits (Krispy crackers), Swift & Co. and Youngstown Sheet & Tube Co. (tin plate for canning industry).

■ Three agencies are cooperating in the promotion—Batten, Barton, Durstine & Osborn for the *Post*; Geyer, Morey, Madden & Ballard for Kelvinator; and the Julian J. Jackson Agency for NARGUS. ≡

Garfield, Hoffman Names Conner to Succeed Hoffman

Alan Conner has been elected president of Garfield, Hoffman & Conner, San Francisco.

Alan Conner

Mr. Conner, formerly exec vp, succeeds Robert P. Hoffman, who resigned as president to join Public Relations Counsellors, formerly a GH&C subsidiary. Mr. Hoffman, who bought out his partners' interest in Public Relations Counsellors, remains on the agency's board of directors.

Associated Agency Moves

Associated Advertising, Los Angeles, has moved its office to 10825 Santa Monica Blvd.

Creative Associates Moves

Creative Associates, Sherman Oaks, Cal., ad agency, has moved to 14921 Ventura Blvd.

Reeds & Farris Moves

Reeds & Farris, Los Angeles agency, has moved to 7188 Sunset Blvd.

THE SUCCESS MAKERS

This man is a specialist . . . at the moment on TV. Before the day is out, he will also be a specialist on housewares, Hi-Fi and home laundry, radios, refrigerators, razors and a wide range of whatever is new in consumer hard goods. If your sales depend on this type of specialist, get your product-promotion story to The Success Makers— the 30,000 retailers who buy, read and rely on EM Week, every week, for basic business information.

ELECTRICAL MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP • 330 West 42nd Street, New York 36

BOUGHT AND USED BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION

you need to convey your message to European customers - quickly, thoroughly and economically. Advertising in Europe is a delicate proposition - it's not just a matter of translating a basic campaign into the various European languages. It also takes that local touch that blends so well with proven American marketing and advertising methods. You need the experts of a local agency in each of the countries forming the complex European market - capable of fully understanding your international sales policy and adapting it to local market conditions.

In Germany, your partner is the Gabler Agency - a fully integrated organization staffed by international-minded advertising and marketing specialists who know their country and its people.

Gabler

Carl Gabler Werbegesellschaft mbH · München 2 · Tel. 557991 · Telex 0522714

Branch offices: Augsburg · Frankfurt · Hamburg · Nürnberg · Stuttgart

Mr. Wolfgang C. Gabler and two of his directors will be available at the Roosevelt Hotel, Madison Avenue at 45th Street, New York, from September 11 to September 25, where they would welcome any opportunity to talk business.

Furniture Group Adopts 'Seal of Integrity' Plan

CHICAGO, Sept. 19—The National Assn. of Furniture Manufacturers this week adopted a "seal of integrity" program at the association's 33rd annual convention.

The program, which has been under development for two years, is intended to build better business relations between furniture manufacturers and their dealers and customers. It is expected to give both the manufacturers and retailers a stronger selling tool in their merchandising programs.

The seal signifies to retailers and their customers that the furniture to which it is applied "is warranted by the manufacturer to be free from defects in workmanship, material, and construction for a period of 12 months from date of purchase."

■ Among other things, manufacturers who use the seal must agree to "maintain ethical standards in the presentation of products through all sales and advertising media." Following are other obligations which manufacturers must fulfill:

• Issue the printed warranty for the consumer, bearing the official license number given him by the association and giving assurance against defects in workmanship, material and construction for a minimum period of 12 months from date of purchase.

• Adhere to accuracy and completeness of essential information in preparing descriptive material for dealer or consumer—refraining from direct or indirect deception.

• Promptly and fairly handle all dealer and consumer complaints in accordance with the warranty.

• In accordance with the warranty, and upon notification from the association, remedy the defect in the furniture covered by the seal within a reasonable time, either by satisfactory repair or by other adjustment.

NAFM SEAL—*This is the "seal of integrity" which has been adopted by the National Assn. of Furniture Manufacturers.*

• Apply the seal only to products reflecting a blending of selected materials, experienced workmanship, and approved modern methods of manufacturing.

• Do everything reasonable to prevent improper use of the seal at the retail level.

■ A total of 25 manufacturers already have signed up for the seal program. The bronze colored seal has twin interlocking circles, one bearing the NAFM insignia, and the other the words, "Seal of Integrity" and "Manufacturer Warranted." Licenses to use the seal cost $100 yearly and may be revoked for failure to comply with regulations.

The new seal was hailed as a great progressive step by several NAFM members. Samuel Wexler, president of Selig Mfg. Co., described the seal as "truly a new approach in merchandising furniture." He said that the uncertainties many consumers have about furniture have had a detrimental effect on furniture sales, and he added that the seal "would give consumers more confidence in our industry" and would bring "benefits to both manufacturers and retailers."

■ Nathan S. Ancell, president of Baumritter Corp., said the seal program "will eliminate consumers' doubts about the quality" of furniture, and it will institute the "prompt handling of all complaints" about furniture products.

"We have needed a warranty program for a long time," Mr. Ancell said. "With the program, retailers can rely on all advertising by manufacturers to be factual and accurate. I feel the seals will increase the power of brand name furniture. They also will give retail salesmen a strong sales tool."

■ R. H. McMurtie, president of Huntingburg Furniture Co., reported that a survey conducted by *McCall's* among young married women disclosed that women do not have the confidence when buying furniture that they have when purchasing appliances. The survey also disclosed that many women have little confidence in furniture retailers and looked to manufacturers for guarantees, he said.

Mr. McMurtie said women consumers are impressed with seals. #

and the Evening News-Post Reaches More Households with Children than any other Baltimore Daily Newspaper

A study of daily newspaper coverage in the Baltimore Standard Metropolitan Area has recently been completed by Daniel Starch & Staff. In the category, "Coverage of Households with Children under 15 Years of Age," as in 6 other vital areas of study, The Baltimore News-Post rates highest! In the category mentioned, the Evening News-Post gives 42.2% coverage. The Second Newspaper gives only 33.6% . . . while the Third Newspaper offers just 26.1%. The Baltimore News-Post is Maryland's Largest Daily Newspaper. For the latest FACTS on Baltimore Daily Newspaper Coverage—ask the H.A.S. Man.

The Baltimore News-Post
Maryland's Largest Daily Newspaper

Represented Nationally by HEARST ADVERTISING SERVICE INC. • Offices in 15 Principal Cities

McMahon Named VP of Business Development at B&B

NEW YORK, Sept. 22—Benton & Bowles has promoted Joseph M. McMahon Jr. from manager of sales presentations to the new title of vp in charge of business development. He will report directly to William R. Hesse, president.

Joseph McMahon Jr.

Mr. McMahon is a onetime advertising manager of Jos. Schlitz Brewing Co. He took over that post in March, 1958, following the departure of John Toigo, and held the post until January, 1960, when he joined B&B.

He had been eight years at Schlitz. Previously he was general manager of Potosi Brewing Co., and general sales manager and assistant to the president of Atlantic Brewing Co.

Mr. McMahon has headed his own agency in Chicago and has been associated with Grant Advertising, Campbell-Mithun, and the old Kirkgasser-Drew agency (now Drew & Carr). #

Pennsalt Names Hiester

Pennsalt Chemicals Corp., Philadelphia, has appointed Carl A. Hiester assistant advertising manager, succeeding Richard S. Lee, who has been transferred to the company's industrial chemicals division. Mr. Hiester formerly was sales and distribution editor of *Chemical Week*, New York.

'Dun's Review' Hikes Rates

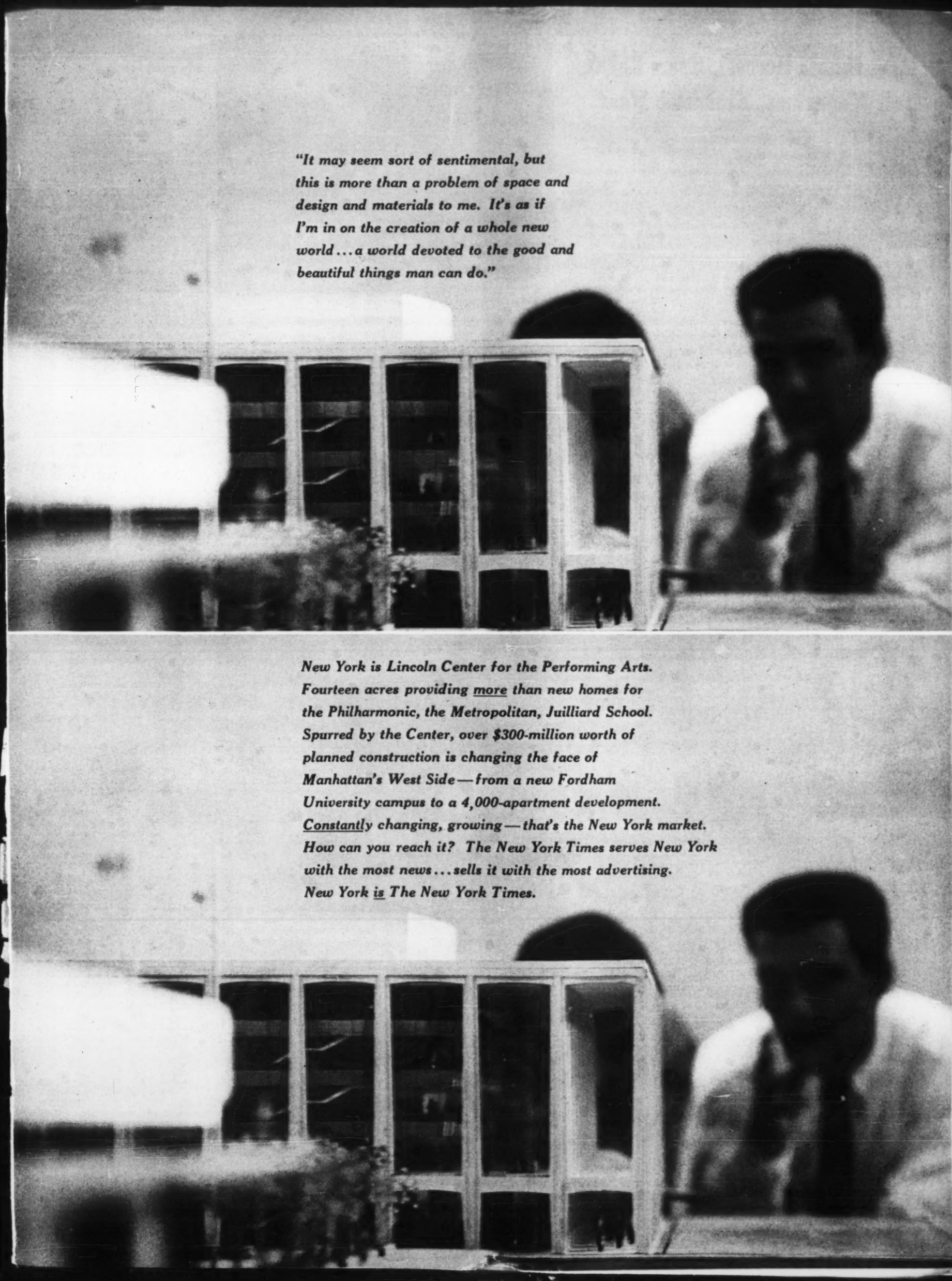
Dun's Review & Modern Industry, published by Dun & Bradstreet, New York, will increase its rates next January, based on a new average net paid circulation of 120,000. A one-time b&w page rate will go from $1,600 to $1,700.

Allman Appoints Conkey

Albert D. Conkey has joined the creative staff of the Allman Co., Detroit. Mr. Conkey was president of Wolfe, Jickling, Conkey, prior to an eight-year affiliation with D. P. Brother & Co., Detroit.

Shurhit Names Shoaf

Shurhit Products, Waukegan, manufacturer of ignition products, has appointed Shoaf Advertising Agency, Dixon, Ill., to handle its advertising. Arthur R. Mogge Inc. formerly handled the account.



"It may seem sort of sentimental, but this is more than a problem of space and design and materials to me. It's as if I'm in on the creation of a whole new world... a world devoted to the good and beautiful things man can do."

New York is Lincoln Center for the Performing Arts.
Fourteen acres providing more than new homes for the Philharmonic, the Metropolitan, Juilliard School.
Spurred by the Center, over $300-million worth of planned construction is changing the face of Manhattan's West Side — from a new Fordham University campus to a 4,000-apartment development.
Constantly changing, growing — that's the New York market.
How can you reach it? The New York Times serves New York with the most news... sells it with the most advertising.
New York is The New York Times.

MPA Names Herbert, Hears Kobak Tell Magazines' Financial Woes

(Continued from Page 1)

chairman will be made at a future date. Vernon C. Myers, of *Look*, ended a one-year term in that post at this meeting. The name most frequently mentioned for the position has been that of A. Edward Miller, publisher of *McCall's*.

■ Today's MPA board vote also re-elected Richard J. Babcock, president of Farm Journal Inc., secretary, and B. G. Davis, president of Davis Publications, treasurer. Four new members also were elected to the board: George T. Delacorte Jr., chairman, Dell Publishing; Herbert R. Mayes, president, McCall Corp.; Perry L. Ruston, vp, Conde Nast Publications; and Philip Salisbury, chairman, Bill Bros. Publishing.

MPA's two-day meeting was attended by 530 publishing executives (the association's 96 members represent 286 publications). On Monday they heard editorial, production, international and circulation committee findings, plus a publishers' panel and a wrap-up from MAB. Corridor talk pepped up considerably this afternoon, however, following a dollars-and-percentages speech by James B. Kobak, a partner in J. K. Lasser & Co., an auditing concern whose roster is laden with magazine clients.

■ "The publishing industry," said Mr. Kobak, "does not stand in a very good state today." Since 1950, he explained, profits after taxes of "the 35 largest" magazines dwindled from an average 4.3% to 1.7%, "and goodness only knows what 1961 will be like; certainly not that good."

Of 250 magazines started in the past decade, he added, "32 died or were merged. It doesn't sound happy. In 1960, 39% of all the publications which reported to us lost money. In addition, another 25% earned less than 5%. You listen to those figures and you begin to wonder what you're in business for. Of six or seven magazines in every ten, some are in trouble and some are close to it."

He ticked off the "three causes of the problem" as (1) inflation, (2) decline of newsstand sales, and (3)—"questionably"—tv. It was "hard to say" whether tv has "hurt magazine ad revenues when these have been increased 86% in ten years, while circulation has increased 21%," he went on. "In the same period, the consumer price index has gone up 27% and the wholesale index up 19%.

■ "I don't think tv is the real culprit, even though it's the one you hear about. Maybe it's because advertisers have done such a good job with it. But we can dismiss tv if the advertising brethren will let us; we think it's leveling off and will not be as big a problem as in the past."

Mr. Kobak touched on newsstands, saying, "People don't pick up copies the way they used to," as a result of suburbia's rise. "This hurts because, first, newsstand sales are profitable and, second, it's testing ground. If readers like the books they'll subscribe."

He said ten-year inflation rises amounted to 31% for paper, 44% for printing, 89% for postage and 41% for salaries. Magazine men have escaped full blows in every category, he said: Their average postal outlays have climbed only 40%, for example, as a result of setting up more entry points and by using lighter paper.

■ Publishers have tried to compensate for soaring costs by raising single copy prices 43%, one-year subs 31%, and by hiking circulation 21%. He said, "Circulation income used to be 24% of the income dollar; now it's 18%. This is where the old newsstand problem is really hurting . . .

"The question is—which way do you go? This should be a time," he asserted, "when publishers and their accountants sit up late at night and ask, 'What will happen if we increase our circulation? Our circulation prices? Our advertising rates?'

"This is the vitality I'm talking about. This is what is going to be the resurgence—a new birth—of the industry," Mr. Kobak concluded.

His remarks prompted a follow-up from the floor, by Mr. Davis, who nominated "the biggest culprit" as "artificial advertising guarantees, which start a vicious circle."

■ Said Mr. Davis, "I think the figures for our industry—which are disastrous—are attributable to these practices, which end up in red ink. We raise our guarantees, and if business drops off we go to any expense to avoid making a rebate. If we fall short—or fear we'll fall short—of an advertising guarantee, then orders go out to our circulation department: 'Get the circulation at any cost'!"

■ He said its cost was "anywhere from 5%, 10%, to 15% of the net." In the case of subs, "We find ourselves raising the rate or lowering the discount" but "our cost keeps going up." In the "old days," said Mr. Davis, "a 3% or 4% return" was expected from a sub mailing. "But under today's pressure we'll accept 1%, 1.5% or 2% returns in order to meet these costs.

"The net effect—and I'm putting it bluntly—is that we're giving our circulation away, and in some cases paying for it. Advertisers are asked to pay for it; sometimes they don't pay the full cost or aren't conscious of it." #

Middled, 'TV Guide' to Withdraw from MPA

RADNOR, PA., Sept. 21—*TV Guide* has decided not to renew its membership in the Magazine Publishers Assn. because the magazine industry today is selling in "direct conflict" with television.

Publisher James T. Quirk of the tv weekly, which has a circulation guarantee of 7,250,000, said, "Technically, we're still members until Dec. 31," but "we just can't renew." He said magazines and tv "more and more" had come to a position which was "untenable" for *TV Guide*.

"I'm sure the magazines' own research has found this to be true. We, ourselves, are a magazine—primarily interested in tv—but we can't support some of the 'constructive' things magazines have to say.

"I don't suggest the industry should change," Mr. Quirk added.

TV Guide has been an MPA member for three years.

Babcock Stewart McCabe Deems

PUBLISHERS' PANEL—*One Magazine Publishers Assn. session featured panelists Richard J. Babcock, Farm Journal; Ford Stewart, Christian Herald; Gibson McCabe, Newsweek; and Richard E. Deems, Hearst Magazines.*

Adman in the News . . . John K. Herbert

NEW YORK, Sept. 20—The big MPA banners were furled, the easels dismantled and some 530 magazine men had left the Commodore Hotel. The fifth fall conference of the Magazine Publishers Assn. was history.

John K. Herbert

On the other side of town, John K. Herbert, new president of the association, was giving his first interview in that post.

"I'm a salesman, first and foremost," he said. "I like to persuade people. Call it an interest in their talents, their souls, their thoughts and ideas—I like people. And I try to bring them to some point of view.

■ "There's one thing," he went on, adjusting his black horn rims. "When you try to engage and penetrate the mind of a buyer, it's done against a lot of interior opposition. In his mind, I mean.

"Let's say A is selling B. It's presumptive of A to assume that his sales talk ever got into B's mind, unless it's made over and over again, many times."

He applied this to magazines: "If one has six or ten selling points, it's better to work and rework those points, cloaking them with colorful variations. Much better than seeking the 11th, 12th, or 13th point, which probably won't be basic and would tend to reduce the believability of the fundamental ones.

"But," cautioned the ruddy-faced executive, "I don't hold that repetition and monotony are the same." He traced the development of his sales philosophy, starting with the time he was business manager for the Winthrop, Mass., high school newspaper in 1920. ("We made money that year.")

■ "Then came 12 days at Holy Cross College. The discipline there was a far cry from the Frank Merriwell approach to college life. I departed of my own volition," he explained, "and took a job selling industrial lubricants for Standard Oil of New York (now Socony Vacuum). The job lasted until 1928. Then came New Bedford.

"I saw the cotton brokers there; it was a textile town, you know. They were really big league fellows, really uptown guys who made a lot of dough. So, I became a cotton broker until 1933, when the recession shut the mills. And the next stop," he said, his enthusiasm mounting, "was the important one—with Bill Weintraub, then co-publisher of *Esquire*.

"Cotton broking isn't much preparation for space-selling, but Bill took care of that. He was a tough disciplinarian and a great salesman. Every night he'd ask: 'Where did you go today? Who did you see? What was said?'

"And another thing: You wouldn't dare go on a sales call without a batch of stuff, because Bill's philosophy was, 'Okay, Mr. Jones, here's evidence to support what I've said.' If we said we got 1,000 letters, we'd show him some letters.

■ "You wouldn't say, 'Mr. Jones, I've got to go back to the shop and get a wrench to fit the pipe.' You'd have it in your kit," asserted Mr. Herbert. "But the modern selling school—I've a queer feeling it doesn't like to be identified with salesmanship. Their thin Manila envelopes represent the order of the day."

As such, Mr. Herbert's new MPA tasks will "interpret the thoughts of the executive committee and the board," but "materially, I will do all I can to increase the advertising acceptance of magazines. Salesmanship will be in the forefront."

He sized up the media picture this way:

• **Magazines:** "The broadest, most persuasive force in the communications spectrum. In all the specific types of magazines, whether women's books or sports, there's a major group for every interest. A magazine is a specific. It does infinitely more in terms of interpreting cultural, social and other contemporary factors. It guides thinking. The MAB campaign in newspapers is gone. But the entire industry gets collective value any time *Life*, the *Post* or any publication runs an ad."

• **Newspapers:** "They don't serve special interests as do the magazines. Newspapers are a force for the daily interpretation of news, particularly community-wise."

• **Television:** "A world mortgaged to mass audience communication.. For the most part, it's mass entertainment; it gets along almost wholly on the entertainment values. In terms of advertising, tv has preempted a large part of ad budgets—particularly with respect to mass movement of consumer goods."

■ As MPA's new president, Mr. Herbert said, he is going to "try to do the job." This is the record he carries to the position: After leaving *Esquire* in 1938, he joined *Good Housekeeping* as New England manager. He entered the aviation volunteer specialists program of the Marine Corps as a second lieutenant in 1943; he served in intelligence and as adjutant with the aviation arm on Majuro Atoll; he was discharged a captain after 34 months, remained in inactive reserve and, five months ago was boosted to lieutenant colonel.

Mr. Herbert rejoined Hearst (he has been with the company 23 years) in 1945 and advanced to general ad manager and vp of Hearst magazines in 1947. He left the position in 1950 to become vp in charge of sales of the NBC-TV network. He was tapped as executive publisher of the *New York Journal-American* in 1954 and was named publisher of *The American Weekly* in 1955, a post he held until last month.

■ Rooting for the 58-year-old MPA boss are his wife, the former Lucretia Reiner; a son, Kingston, 28, who is with the Whitehall division of American Home Products; a daughter, Sheila, 31, a fashion coordinator with Warwick & Legler; and two grandchildren. Also on his side, smiled Mr. Herbert this week, are some golfing partners near his home in Southampton, Long Island. They hope his 16 handicap won't be affected too much by the press of the new MPA duties. #

Jackson Raymond Odell Swanson Green Power Perine

PERIODICAL PARLEY—*Attending the 5th annual fall conference of the Magazine Publishers Assn. in New York this week were Anthony Jackson, Life; Allen Raymond, McCall's; Eliott D. Odell, Farm Journal; Charles E. Swanson, The Saturday Evening Post; Arnold Green, Better Homes & Gardens; James Power, True Magazine; and Ford Perine, Life.*

wescon

wescon

wescon

Wescon is the typically terse industry term for the Western Electronic Show and Convention.

Last month in San Francisco, approximately 35,000 people attended Wescon. They saw 1180 exhibits, heard news about new products, new ideas, new techniques, new applications.

Electronic News covered Wescon, as it covers all the news about electronics, with fast, first-hand reporting. For Wescon, it established an on-the-spot news bureau in the Cow Palace, staffed it with the editor of Electronic News, two Fairchild bureau chiefs, ten electronics reporters and a photographer.

As a result, the news of Wescon was reported in depth—and published first—in the pages of Electronic News. In the regular issue of Electronic News the week of Wescon, a total of more than 850 stories appeared. Two special Wescon issues each carried more than 350 additional stories.

It is for this kind of reporting that people in the electronics industry read Electronic News—regularly.

THE BIG DIFFERENCE IS

NEWS

No Tax on Kickbacks, U.S. Judges Decide

(Continued from Page 1)

from Peter Paul but reported only about half of it in his 1952 income tax return.

■ Before the tax court, he reported he paid $26,899 to Elliott W. Plowe, then manager of Peter Paul's advertising department. (Mr. Plowe is now president of Grant Advertising.)

In his original petition to the court he had specified that payments were made to "a merchandising expert" for the purpose of securing additional business, but he subsequently admitted that payments were made to Mr. Plowe under an agreement that he was to pay his bills and remit the excess.

The court's opinion noted that Mr. Pew "was required by his client's advertising manager to pad his invoices and return the excess. At the time," it continued, "he considered this to be with the knowledge and possibly for the benefit of the client's president—a conclusion he has since revised."

■ The court said Mr. Pew seemed to have been between a choice of submitting to the kickback arrangement or losing the account.

"Perhaps he should have chosen the latter," the court observed, "but it is not the province of this opinion to pass judgment on the morality of the transaction."

To avoid the tax penalty, Mr. Pew had to convince the court that the excess billings which he turned over to Mr. Plowe should not have been included in his gross income. "While not free from doubt," the court said, "we think this is correct.

"They may have been part of his gross receipts, but under all circumstances, they were not his income, even though they passed through his hands."

While the court held Mr. Pew responsible for some small omissions from his return, it ruled that there was no intent to commit fraud to evade tax.

■ Mr. Plowe, 47, joined Grant Advertising in February, 1960, as senior vp in the New York office. Three months later he was named president, as the agency moved its headquarters from Chicago to New York. (Will C. Grant continued as chairman and chief executive officer, headquartered in Chicago.)

A graduate of Michigan State College, Mr. Plowe began his business career in 1936 with H. J. Heinz Co.'s ad department. He resigned as Heinz ad manager in 1950 to join Peter Paul Inc. as director of advertising and held this post for four years. He left in 1954 to join Batten, Barton, Durstine & Osborn where he was a vp until his move to Grant. At BBDO he was account supervisor on Hit Parade cigarets, Ocean Spray cranberries and headed up the Penick & Ford account which followed him to Grant.

Mr. Plowe is married to socialite Maria Feliza Pablos, of Mexico City. He served in the U.S. Navy in World War II, emerging as lieutenant commander. Friends have described him as a "good, handsome-looking, clean-cut account man, who gets along well with clients—a man in a gray flannel suit."

■ In Chicago, Mr. Grant said he knew nothing about the Pew tax evasion case.

"I'm sure Mr. Plowe has never done anything off color," Mr. Grant said. "I feel that any such charges are unfair and untrue, and will not in any way affect our confidence in him."

Mr. Plowe could not be reached for comment on the tax court decision. #

John Redmond Kelly, 'Quest' Publisher, Found Dead in N.Y.

NEW YORK, Sept. 19—John Redmond Kelly, who for about five years stirred a series of sensations in the magazine business with his "inside" stories published in a newsletter called "Quest," died here July 24. He was 43 years old.

Mr. Kelly's death prompted no obituary notices in New York's daily press. His demise came to light recently in an editorial published in the *Independent*, a monthly previously known as *Expose*. The publisher of the *Independent*, Lyle Stuart, had a last elegiac word for Mr. Kelly: "My personal friend, as well as friend of the *Independent*."

Mr. Stuart added: "He went on his last alcoholic binge many months ago. Then he sobered up and went to work again on the manuscript of the book he was doing for us. For a few months he worked in our office. Then he took to staying at home where he assured us he was working on the script."

■ Mr. Kelly was found "in the basement of the building in which he lived. He was found in the pit in front of the furnace. His neck was broken. . ."

New York police theorized that Mr. Kelly had returned to his apartment building, had no key, and was wandering in the basement. The superintendent found his body the following morning.

Mr. Stuart went on to praise Mr. Kelly's brilliance, knowledgeability in the communications field, and his talent, and called him a "square-shooter—thoughtful, honest and decent."

Mr. Kelly, whose corrosive pen earned him a reputation on Madison Ave. that far outstripped the circulation of his newsletter, had always been reticent about his background. Pieced together now, however, it shaped up like this:

■ Born March 29, 1918, in Verdun, P. Q., he joined *Life* in January, 1945, as a layout artist after several years in the commercial art field in Canada. After 11 months with *Life* he worked for the Gazette Publishing Co., Montreal, and briefly for Consolidated Press.

He started "Quest" while working as an account executive for Richard Falk & Associates, a pr company, in 1954. A monthly newsletter, "Quest" covered the communications business, concerning itself largely with magazines and their circulations, with occasional side excursions into the advertising agency business and the distilling field. Mr. Falk was not connected with "Quest." In fact, he said this week that the newsletter "attacked publishers, and I'm a pr man; I like to be nice, so Kelly and I parted company."

Several years later Mr. Kelly began to write a column called "Hell Box" for Mr. Stuart and *Expose*. In the fall of 1957, Mr. Stuart told *Expose* readers that Mr. Kelly had so prospered with "Quest" that he "has a penthouse and a Jaguar," and that the "Hell Box" column would appear only occasionally thereafter. #

Gates Promotes Two

Gates Rubber Co., Denver, has appointed Stan Johnson director of advertising and Robert E. Holwell manager of dealer tire sales. Mr. Holwell formerly was director of advertising.

TREND TO LUXURY—*Studebaker unveils its expanded Lark line with this hi-fi dealer listing ad featuring new fun models, new power, new features.*

Studebaker Launches New Fall Push with Hi-Fi Avalanche

SOUTH BEND, IND., Sept. 21—Studebaker-Packard started its $9,500,000 advertising drive this week with the largest single press run of four-color hi-fi to date—38,300,000 preprinted pages in 388 newspapers (AA, Aug. 21).

The inserts represented the first use of hi-fi by an auto maker since the "wallpaper" designs were introduced three years ago. They were part of a "$1,000,000-plus" kickoff for the company's 1962 Lark and Hawk passenger models, and a line of commercial vehicles. The hi-fi debut was backed up with 1,000-line and 600-line b&w ads in 1,300 newspapers set for Sept. 22.

Only the Lark got feature play in Studebaker's hi-fi. However, four others in the 19-model line were shown. A one-column strip alongside the ad carried local overprinting of dealers' names and locations. According to D'Arcy Advertising, Studebaker's agency, dealer tie-ins took place in 2,500,000 of the newspaper copies.

■ The decision to go the hi-fi route, said D'Arcy, was prodded by Studebaker's size in the auto business. "In order to do battle with the big manufacturers in magazines, either we'd have to spend a disproportionate amount of our client's ad money, or be dwarfed by the competition," the agency said.

"Hi-fi was a unique and effective manner of getting a piece of color literature in the hands of millions of major-market homes; it also provided a better opportunity to carry local listings. In short, for one day we 'owned' the newspaper and the community." Total cost of the hi-fi plunge was estimated to be $800,000.

Media follow-ups will include continuing October r.o.p. newspaper insertions in major markets (to fill out the Lark's introduction); b&w and four-color ads in 15 general interest magazines and specialized publications; a Lark blast in *TV Guide* in late October; and the company's new Gran Turismo Hawk in *Life*, *Sports Illustrated* and *The New Yorker* about the same time. Studebaker's truck campaign will break in farm, truck and business publications, and will be augmented by fleet, police and taxi books.

■ One of the unusual aspects of Studebaker's October schedule will be the way newspaper space is purchased. The same list of 1,300 newspapers which reinforced the hi-fi launching will be tapped, but more than 200 "principal papers" will be selected for special treatment. These will carry "minimum bi-weekly insertions" of 1,200 lines—but instead of a single space unit, Studebaker will buy four different size ads in various sections of the newspaper.

Newspapers account for about 45% of Studebaker's 1962 push; tv, 25%; and the remainder mostly in magazines. Besides the $9,500,000 budget ticket, about $1,500,000 is being steered to sales promotion.

(In newspapers, Studebaker will pit itself against a measured media rundown that looked like this: In 1960: General Motors, $40,354,817; Ford, $18,669,074; Chrysler, $18,091,428; and American Motors, $9,399,679. Studebaker's own figure was $3,775,068.)

Studebaker, which in 1961 has had about 1.2% of the passenger car market, is hankering to up the figure "to 2.5% or 3% in 1962." Its president, Sherwood H. Egbert, in August projected a calendar-year total of 95,000 units for the company. This included a forecast of "30,000-plus" from a "fall surge." In 1962, Studebaker hopes to push its sales past the 125,000 mark.

Last April the auto producer started to "weed out" its list of 2,400 dealers and, by late summer, had reduced it to 1,960. Sources said this subsequently was brought back "past 2,000" with the intention of "hereafter concentrating mostly on those areas where the greatest additional sales are possible." It was understood that D'Arcy has a comprehensive market scheme under way for its client. #

MRS. MARGARET NEWELL

TAMPA, Sept. 20—Mrs. Margaret Newell, wife of Bergen F. Newell, Tampa advertising man, was one of the victims of the Northwest Orient Airlines crash in Chicago last weekend. She was returning from the funeral of her mother in Boise, when she met her death. Her husband is her only survivor. Mrs. Newell was associated with her husband in the advertising business in Boise from 1949 to 1952, when Mr. Newell was called back into military service. In 1955, they moved to Tampa, where Mr. Newell is an account executive with R. E. McCarthy & Associates.

ITC Boosts Weiland

Bert Weiland, formerly eastern division sales manager of Independent Television Corp., New York, tv film distributor-producer, has been named to the new post of general manager of ITC's syndication sales.

War Clouds Fail to Mar Madrid IAA Conference

(Continued from Page 1)

were all European, save for the welcoming talk by Elmo C. Wilson, president of the New York-headquartered IAA.

■ However, Rudolf Farner, president of IAA's European council, proudly announced that the next biennial European meeting will be truly international. It will be held in Sweden (in either Stockholm or Goteborg) at the end of June, 1963, and will include Americans and other non-Europeans on the program.

The European council hailed this development as marking the start of a truly international association, with Europeans recognized as equal partners. The IAA's European council was organized in 1959 after the Europeans demanded more recognition in the association.

Also announced here was the IAA sponsorship of a five-day Nieue Amsterdam cruise to Norway, scheduled for July 23-28, 1962. Six top international industrialists will be invited to join the cruise to discuss details of their marketing and promotional activities.

■ The Madrid conference itself exuded signs of the burgeoning European economy and the almost frantic efforts of advertisers and agencies to participate in this expansion. Attendance reached almost 1,000.

The heady background against which the discussions took place was exemplified yesterday in a talk by Ilmar Roostal of Contimart AG, Zurich-based research organization. Mr. Roostal said advertising in Western Europe has been growing in recent years at the annual rate of 10% or better—and it is expected to carve out even larger gains in the next five years.

Robert Rutter, British adman, reported that while advertising expenditures increased by 30% in the European Common Market countries between 1958 and 1960, they still represent only 1% of gross national product, compared with ratios of 2.2% and 3.2% in Britain and the U.S., respectively.

■ Mr. Rutter also expressed confidence that Britain eventually will join the Common Market, despite a pessimistic talk made here by Neil Marten, parliamentary secretary to the Minister of Trade, on the problems facing Britain with regard to the Common Market.

Speaker after speaker painted a rosy picture of international production, marketing, distribution and advertising responding to the expanding scale of living in Europe—with the resultant need for more effective and more standardized agency and media services throughout the world.

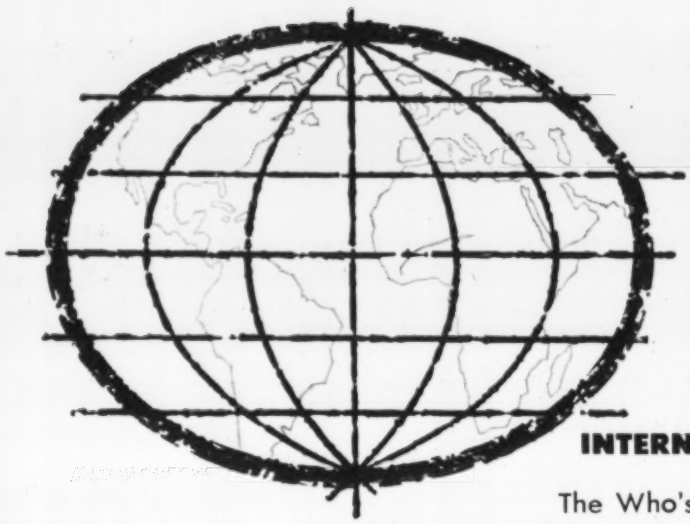
In the agency field particularly, it was pointed out that a new battle has been joined between the large international agency—usually but not always American—and the smaller local agency for the greatly increased volume of billings.

IAA's "Golden Tulip" award for the best international advertising campaign went this time to Shell International Petroleum Co. for its institutional campaign in international publications. Shell is the largest advertiser in international media. M. Baird Smith, Shell ad manager in London, accepted the award. #

PHOTOGRAPHY AND EKTACOLOR PRINT RICHARD BEATTIE

Photography can be lovely... to stop the eye, to set the mood, to start the sale. The Kodak Ektacolor system furnishes additional facility to help it fulfill its potentials.

EASTMAN KODAK COMPANY, Rochester 4, N.Y.



Coming...

for the first time
all the facts you need
in one place
to compare 4 leading

INTERNATIONAL MAGAZINES

The Who's Who (and What's What)
of International Magazines in the Oct. 2nd **Ad Age**

Along the Media Path

U.S. News & World Report has been named recipient of the 1961 Citation of Merit, presented by the American Society of Journalism School Administrators.

• Rockford Standard Furniture Co. ran a 16-page tabloid section on colored newsprint in the Sept. 12-13 issue of the **Rockford Morning Star** and **Register-Republic**, marking its 74th anniversary. In addition to colored newsprint, front and back pages of the section were printed with colored ink.

• A 17-day tour of 10 famous golf courses in Scotland and Ireland, via KLM Royal 8 Jet, leaving Oct. 12, will be sponsored by **Country Clubs Connecticut**, Hartford. All-inclusive charge per person is $595.

• **KIT**, Yakima, has announced plans to build a new studio at 114 S. 4th St. The station, whose studio was recently destroyed by fire, has temporary quarters in Chinook Tower.

• Copies of the entire broadcast of the first American flight of man in space have been distributed to schools, hospitals, libraries and public officials by **WHK**, Cleveland.

• An eight-page supplement, "Suburban Living Guide," devoted to Woodbridge, Chicago southwest suburban residential development, was published in the **Chicago Tribune** Sept. 10. The *Tribune* has scheduled three other supplements: "Start-to-Save," aimed at encouraging and informing savers in the ways of successful savings practices (Oct. 1); "Sportsman's Guide," (Oct. 8); and "Follow the Sunshine," to help readers planning early winter vacations (Nov. 12).

• With temperatures in the 90s, **WFUN**, Miami Beach, erected a snow mountain at a local shopping center, using 7,900 lbs. of shaved ice. Listeners were invited to guess the exact second the last drop would melt, with the winner being awarded $790 in merchandise gifts.

• To open the 1961-'62 bowling season, **WXYZ**, Detroit, is cooperating with **Modern Bowler** in promoting the sport by running a series of contests featuring bowling's mystery voices. Six bi-weekly winners will be awarded prizes totaling approximately $2,500 and the grand prize winner will be awarded a week's stay at the Golden Falcon Motel in Pompano Beach, Fla.

• **WTOL-TV**, Toledo, began broadcasting from its new studios in the WTOL Bldg., located at Huron and Jackson Sts. Sept. 3.

• **Cue** carried 494 ads in its September issue, the largest number in its 25-year history.

• The October issue of **International Electronics** will carry 117 pages of advertising in two editions, which will more than double the advertising in any other issue in 1961.

• The locally edited **Philadelphia Sunday Bulletin Magazine** bowed in the *Sunday Bulletin* Sept. 10. The magazine is printed in colorgravure in 850-line page size.

• A new concept in magazine editing was introduced by **This Week Magazine** Sept. 17, with the announcement of its new "Modern Reading" program. *This Week* will publish the course in improved reading techniques as a continuing feature.

• **KGB**, San Diego, has introduced a new "revitalized" personality, which includes a more flexible music and variety format and expanded news department and reporting facilities.

• For the ninth consecutive year, **Sunset** has been awarded a medal for excellence in the general interest magazine classification of the California State Fair & Exposition's annual press-radio-tv awards program.

• More than 100,000 copies of a pamphlet designed to protect

See where Des Moines is a "preferred city" for the fifth straight month in Sales Management's business activity forecast?

Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones" — KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

KRNT

RADIO AND TV — Des Moines

An operation of Cowles Magazines and Broadcasting, Inc.

MacNeal Wilson Leslie

50-YEAR ADVERTISER—*Robert E. MacNeal, president of Curtis Publishing, presents a plaque to executives of Hammermill Paper Co. on paper maker's 50th anniversary as an advertiser in The Saturday Evening Post. Accepting the award are Norman W. Wilson, chairman, and Donald S. Leslie, president and general manager.*

In KETCHIKAN People Buy The Products Advertised In This Paper

The Ketchikan Daily News
LEGISLATURE MEETS
GOP Will Apply Brakes To Pres. Kennedy's Program
Road Fund Reduction Criticized
Resignation Accepted By Senate

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your Nelson Roberts man for complete information.

One of five great Alaska Dailies

NELSON ROBERTS & ASSOCIATES, INC.
formerly West-Holliday Co. Inc.
NEWSPAPER PUBLISHERS REPRESENTATIVES
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

children from molesters, prepared by the **South Bend Tribune**, have been distributed by South Bend police. The pamphlet uses words and pictures to warn children against the dangers of associating with strangers.

• German Tourist Information Office, Lufthansa and North German Lloyd sponsored a 16-page color supplement, "Travel in Germany," in the **New York Times** Sept. 24.

• **Time** will run a 36-page supplement in the Sept. 25 issue of *Travel Agent*, a semi-monthly. The supplement will include travel excerpts from *Time* departments, reproductions of ads placed in *Time* by its advertisers, and *Time* travel surveys.

• "Fall & Winter Travel Planner," a 16-page tabloid supplement, was published by the **Montreal Gazette** Sept. 12.

MORE BOUNCE—*Naegele Outdoor Advertising Co., Minneapolis, recently delivered multi-colored beach balls with the inscription, "Naegele Outdoor puts more bounce in your advertising" to media buyers in the Minneapolis-St. Paul area.*

• Masonite Corp. is running a 12-page insert in the September issue of **Popular Science.** The booklet contains decorating ideas, tips on paneling and answers to storage problems.

• A 64-page editorial feature section on "The Challenge of Imports," covering the effect of foreign-made merchandise on U.S. economy, will be published by **Hardware Retailer** in its October issue.

• More than 5,000 children attended a free show in five greater Miami theaters Sept. 8. The show was sponsored as a public service by the **Miami News** and Florida State Theaters to further Americanism and patriotism.

• **Rocky Mountain News,** Denver, introduced its new locally-edited tv magazine supplement, *TV Dial*, Sept. 3. #

Who's been over a barrel?

Frankly, Hardware/Housewares has — that's why starting with the October 1961 issue its new name is HARDWARE MERCHANDISER.

But why the barrel? Well, in recent years the whole hardware market has required a changed marketing outlook. Hardware stores are changing; locations and methods of retailing are different; new outlets, like merchandising lumber dealers, have become important factors.

HARDWARE MERCHANDISER more clearly identifies hardware market and audience. Yet, advertisers of hardware and housewares will continue to enjoy the same editorial emphasis and quality, format, readership, complete market coverage, and verification they have profited from in "H/H". And with the new name, the more than 54,000 new and regular readers of HARDWARE MERCHANDISER are more accurately supported and informed on every phase of the hardware industry. HARDWARE MERCHANDISER more adequately provides circulation and editorial growth and vitality to stimulate and sustain this clear demand by readers for product, news, and merchandising-oriented information.

Your HARDWARE MERCHANDISER representative will add to these facts, or write us. We sincerely hope you'll like the new name, too.

HARDWARE MERCHANDISER®
(Formerly HARDWARE/HOUSEWARES)

THE IRVING-CLOUD PUBLISHING CO.

7300 N. Cicero Avenue, Lincolnwood, Chicago 46, Illinois

Publishers also of JOBBER TOPICS, SUPER SERVICE STATION, HOUSEWARES BUYER

WOR

WE'VE TURNED THE BIGGEST CORNER YET

The Worcester Telegram-Gazette carries more Retail Grocery Linage than any other newspaper in New England.*

*Source: Media Records, Inc. 1960

The Editorial Viewpoint . . .

Pierre's Pearls of Culture

Readers of ADVERTISING AGE would be well advised to take a good look at the ruminations of Pierre Martineau, reported at length in the feature section of last week's issue. Mr. Martineau has done a service to all advertising, we think, in setting forth lucidly a basic distinction which is frequently lost in the discussion of advertising, waste and obsolescence in our society: That it is a matter of economics, not a moral question.

He says, and quite rightly, that in rich countries there is high respect for contradictory values: Work and leisure, for saving and consumption. Also, that work represents both a way of life and a way of acquiring what we want: Leisure, better health, security and more material goods. Finally, he thinks of advertising and mass media as being among the important instruments of social control.

One of advertising's serious handicaps is the lack of a rationale to explain it to its critics. Advertising men are obviously somewhat ambivalent about advertising, alternately praising its performance and deploring its deficiencies. Since, in many cases, they have not thought seriously about the value of advertising and its contributions to society, they are sitting ducks in an argument. "Most of our people around here—even the senior, experienced people—would get their brains kicked out in an argument with Schlesinger," a respected agency president told one of our editors recently.

The comment reflects in no way their competence as advertising men; it is simply an acknowledgement that most advertising men have been too busy absorbing techniques and developing competence with day-to-day problems to discuss knowledgeably advertising and its role in the framework of our society. To thousands of busy advertising men, we commend careful reading of Mr. Martineau's rationale.

The Lesson from Chesebrough-Pond's

Last week we reported that Chesebrough-Pond's had transferred a substantial chunk—some $1,700,000—of its billing to William Esty Co., away from Compton Advertising and Ellington & Co.

The company went on to explain that its action was predicated on the proposition that Compton's client list was sufficiently widespread so that product conflicts became inevitable. In other words, because Compton had been successful in attracting a wide range of clients, it has been unable to handle products and new products offered to it by Chesebrough-Pond's because of present or future product conflicts.

It seems that two obvious lessons are to be drawn from this situation. The first is that, as companies with dynamic management grow and expand, they will inevitably have to face up to the problem of product conflicts within agencies. In many respects, it seems that problems of product conflict have been overstated, and that they could be resolved in many cases—provided the advertiser will take a reasonable position and can rely on the agency's integrity. Also, with the constant parade of new products, many more product conflicts loom in the future. It is improbable that the position of "no product conflicts of any kind" can be sustained.

The second lesson is that this is a good omen for the young, rising agency. In the newer agency, where a wide range of accounts does not exist, there will be great opportunities. There is plenty of evidence that advertisers are on the lookout for the new agency of promise, which is comparatively "wide open" for new product classifications. These agencies find themselves in an enviable position.

Mr. Loevinger's Views

Lee Loevinger told the Senate anti-monopoly committee last week that he thought trademarks should be eliminated for prescription drugs. As head of the anti-trust division, Mr. Loevinger presumably has a special area of competence, but its hard to see how he manages to link his special area with the question of whether drugs may be trademarked.

He advanced the argument that trademarked names in the prescription drug field confuse doctor and patient alike. He thinks trademarks are fine to identify the source of goods (that is, he thinks it's a good idea to know who made the drug) but that trademarks are misused when they serve as the names of products.

It was James Webb Young, advertising's senior statesman, who once observed of Washington's fuzzy thought that, "it must be the heat, it wasn't the humility." Certainly there's nothing humble about a man who can be as far from his reservation as Mr. Loevinger apparently was, and still can suggest that it's a good thing to know who makes a product but that the maker ought to be prevented from trademarking the name under which it will be promoted.

The drug field has its problems. One of them is that the same product—or basically the same product—appears under a variety of brand names from various manufacturers. But that it is more confusing to a doctor or patient to ask for Dimetane Extentabs instead of parabromdylamine (brompheniramine) maleate, we doubt.

This is largely incidental. The major criticism of Mr. Loevinger is that he suggests tampering with one of a manufacturer's basic rights.

Gladys the beautiful receptionist

—Dorian J. Lester, Ross Roy-B.S.F.&D., Detroit.

"He says we're having so much trouble running the country because we're trying to do it with only one vice-president."

What They're Saying . . .

Awaken the Sleeping Giant

One of the great unsolved problems of our industry lies in the fact that advertising which is unacceptable to one medium on the basis of taste is quite acceptable to another. I think we have a big job of education to do—I think we need to demonstrate more thoroughly and effectively why and how advertising is the most efficient means of moving goods, selling services, creating jobs and prosperity. I suggest that agencies devote more of their time and effort and more of their clients' advertising budgets to the selling of business itself. Institutional advertising on a massive scale seems to me to be the sleeping giant which must be awakened and put to work to help sweep back a sea of criticism and threatened government controls.

—From a speech by Otis Chandler, publisher of the Los Angeles Times, to Western States Advertising Assn.

Triumverate of Cooperation

What is needed in packaging is not actual legislation or regulation to govern package design, content designation (already covered by laws enforced by government), or product or content description—but close cooperation between government and manufacturer in setting up a code of ethics which business will voluntarily impose upon itself.

With a majority of all producers of consumer goods adhering to this code, the public can better protect itself, as it will always have to protect itself through adherence to the time-worn yet constantly important counsel: Caveat emptor.

And with government and business working together voluntarily through self-regulation and sound advice as replacement for hard, cold and ineffective if powerful legal statute, the American public, daily becoming more discerning in its tastes and more careful in its shopping habits, will achieve ever greater assurance of the ability to buy exactly what it wants, and at a fair price.

—From a statement by Thursten Clarke, editor of Food & Drug Packaging, to the subcommittee on anti-trust and monopoly of the Senate committee on the judiciary.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"*American Home* has an edifice complex," the ad says.

This should get a B plus as a pun, but how many admen are hep to Oedipus?

•

Latest medium to claim young adults as its own is ABC Radio, which reports that they "buy more beverages, buy more foods, buy more everything."

•

The greatest thing that has ever happened to the lowly potato is the decision of the big food processors to glamorize it as instant response to housewives' demands for star performers at the dinner table.

•

A news story reports that GE is playing up the low service needs of its tv receivers.

And if color tv is ever to get any place, consumers will have to be convinced that service and bankruptcy are not synonyms.

•

"Kiss us, we're sweet seventeen," invites the magazine of the same name.

That's all right, it's only the sweet sixteens tradition says have never been kissed.

•

"Pictures of smells in color" are offered by an AA classified advertiser.

This suggests a translation of the Einstein theory into the sensory area.

•

"California may get legislation to license admen," reports the world's greatest advertising journal.

This should give the licensee official authority to solicit his competitor's business.

•

Secretary Ribicoff is telling Congress, "Protect people as we do hogs," thus paying tribute to the original thinking done by the late great Robert R. Young.

•

"Broadcasters told car makers seek quality audiences," the news story says.

Bring along the numbers, but be sure they're the right numbers.

•

Now it is suggested that local media should provide agency discounts on local business, a proposal that will be received with enthusiasm by everybody except the local advertisers.

•

Fortunately for readers of the new *Post*, the Casey Stengel story is not told in Stengelese, but in a language with which Americans are most familiar—baseball English.

•

"Now, gods, stand up for bastards" is the headline of an Earle Ludgin ad, which attracted even more attention than when Shakespeare first wrote it for "King Lear."

COPY CUB.

The Washington Post has nearly 50% more circulation than any other Washington newspaper and 87% of its circulation in the City and Retail Trade Zone is home-delivered.

TOTAL CIRCULATION

The Washington Post	412,846
Washington Star	280,744
Washington News	184,986

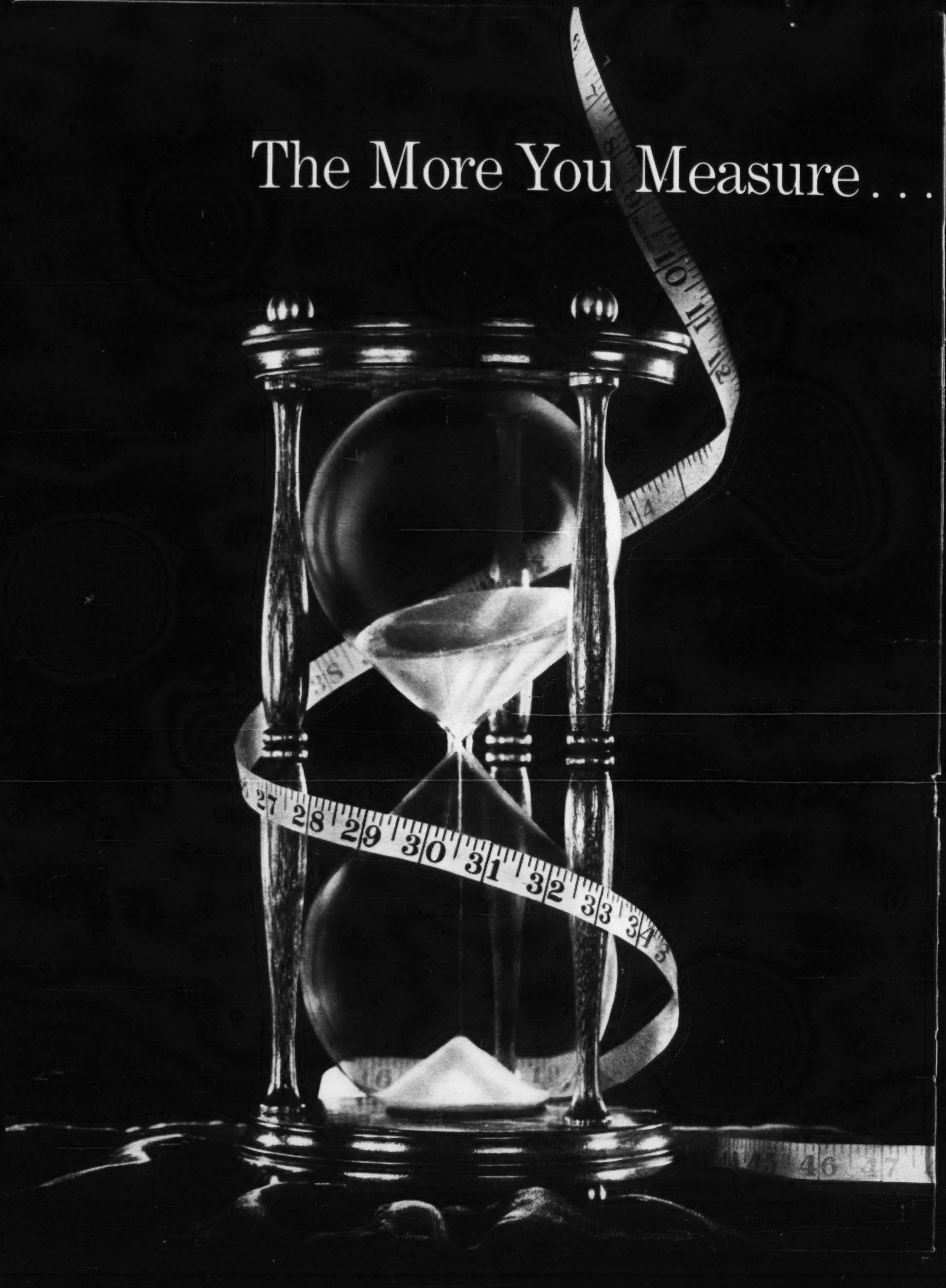
A.B.C. Publishers' Statements, March 31,1961

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San. Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly; Member, Metropolitan Sunday Newspapers, Inc.

The More You Measure . . .



. . .The More You'll Treasure *the* BRIDE'S *magazine*

. . . now announcing an astounding new study that is pure market-magic for advertisers who are seeking to increase their sales and profits during the 1960's:

"TIME OF FIRST ACQUISITION"*

A Study of the Ownership Patterns of 97 major Home Furnishings and Household Equipment Products conducted among young women, 18 to 24 years of age, married 1 to 4 years.

Our study presents findings of inestimable importance to home furnishings and household equipment advertisers:

1. The SURPRISINGLY BRIEF TIME SPAN, from time of engagement through the first 6 months of marriage, when most new homemakers acquire each of 97 major products *for the first time.*

2. The HIGH DEGREE OF OWNERSHIP of each of these products among young women, 18 to 24 years of age, married 1 to 4 years.

3. A HIGHER PERCENTAGE of readers of The Bride's Magazine make their *first acquisition* during engagement and the first 6 months of marriage than is true of non-readers.

4. The PROPORTION OF OWNERSHIP of almost all of these 97 products is higher among readers of The Bride's Magazine than among non-readers.

* For your copy of "TIME OF FIRST ACQUISITION" study conducted by National Family Opinion, Inc., 1961 contact: Robert M. Thorsen, Advertising Director, The Bride's Magazine, MU 2-1490

A Condé Nast Publication

the BRIDE'S *magazine*

60 East 42nd Street
New York 17, New York

The More You Measure . . . The More You'll Treasure

1st in Circulation • 1st with Retailers • 1st in Advertising
Atlanta • Boston • Chicago • Los Angeles • Miami
New York • Mexico City

GET TOUGH!

Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1961

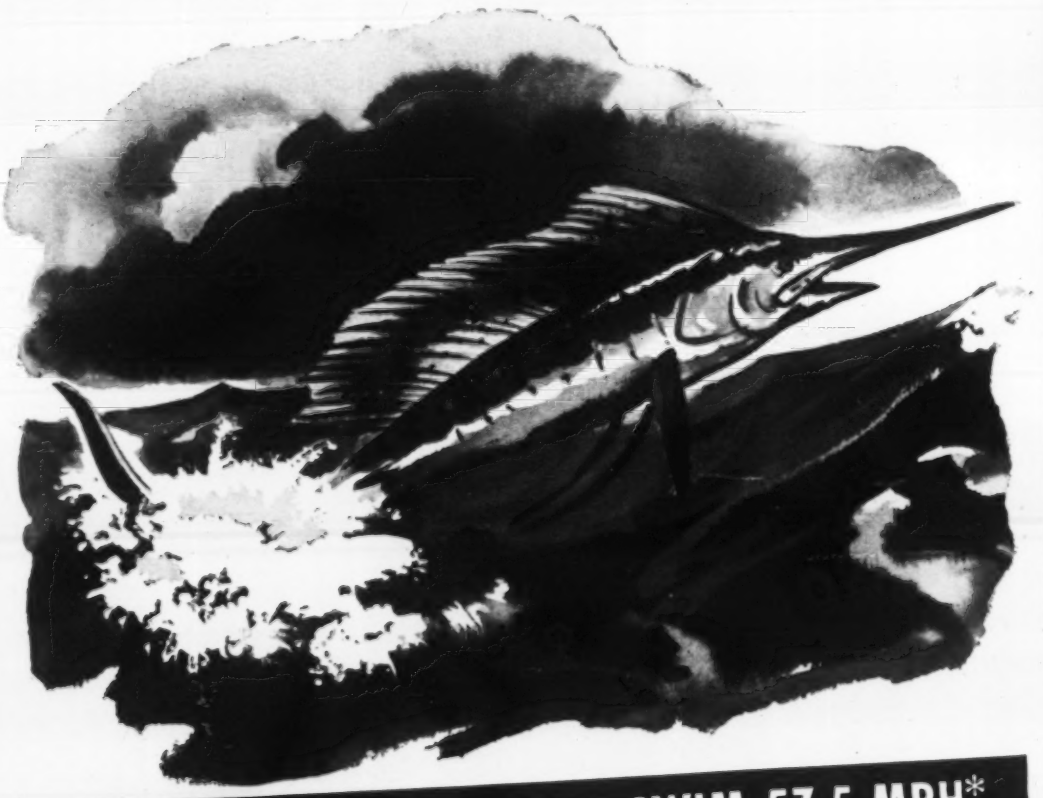
If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost—about ½ that of other leading Men's books.

CIRCULATION .....1,308,301 (ABC 6/30/61)
C/P/M.....$2.33

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.



YOU MAY NEVER SEE A FISH SWIM 57.5 MPH*—

BUT... WKZO-TV Gets Lightning Fast Results In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

STATION TOTALS				
	Homes Delivered		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	48,400	34,000	58.7	41.3
Noon-3 p.m.	65,900	53,800	55.0	45.0
3 p.m.-6 p.m.	56,400	71,900	43.9	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	155,600	96,800	61.7	38.3
9 p.m.-Midnight	138,200	66,200	67.6	32.4

*Swordfish, including marlins, are unrivalled for speed--fastest speed quoted is 50 knots (57.5 mph).

Advertising on WKZO-TV is the fastest way to make contact with the *most* consumers in the big Kalamazoo-Grand Rapids market.

WKZO-TV delivers more homes than Station B in 77.5% of all quarter hours surveyed, Sunday through Saturday, Noon - Midnight (NSI—Feb. 20-March 19, 1961). What's more, Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U.S. between now and 1965.

Get in the swim in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac-Traverse City, to your WKZO-TV schedule.*

Sources: Sales Management Survey of Buying Power and Television Magazine.

The Telzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

September weddings: **Harry Bannister,** former vp of station relations and now a consultant for NBC, was married Sept. 7 to Mrs. Frances Kaplan. They're honeymooning in Sante Fe . . . *Newsweek* Publisher **Gib McCabe's** daughter **Margaret** was married Sept. 9 to **Melvin Cruger.** The bride is with J. Walter Thompson; the groom is with Fletcher Richards, Calkins & Holden . . . Geraldine Gleason, daughter of entertainer **Jackie Gleason,** was married Sept. 9 to **John Chutuk,** of Mulle Brown & Walde Advertising, Beverly Hills . . . Elizabeth Mattas married **Warren A. Dechter** of Compton, New York, Sept. 4 . . .

Visitors to San Francisco can now speedily find their way about, thanks to a new guide book, "How to Enjoy 1 to 10 Perfect Days in San Francisco," written by **Jack Shelton,** Bay Area ad consultant . . .

Crane Haussamen, formerly with C. J. LaRoche and now a business consultant, has been elected to the board of directors of the Fund for the Republic . . . **Harry M. Brawley,** director of public affairs for WCHS-AM-TV, Charleston, has been named to head the group of broadcasters and educators who are helping develop statewide educational broadcasting in West Virginia . . . **Robert E. Lusk,** board chairman of Benton & Bowles, is the new chairman of the advertising division of the 1961 volunteer fund raising campaign of the New York State Citizens Committee for the Public Schools . . .

McDonald Ingersoll Mrs. Pick Pick

GREAT SCOTS—*Among clansmen who gathered for the opening of the Royal Scots Grill in Chicago's Pick-Congress Hotel were J. M. (Jock) McDonald, board chairman of Buchen Advertising, who is also a Commissioner of Clan Donald. With him sampling Scottish fare were Roy Ingersoll, retiring board chairman of Borg-Warner Corp., and Mr. and Mrs. Albert Pick Jr., of Pick Hotels Corp., a Buchen client.*

Service Notes: **Warren Shields,** newspaper representative in the Boston office of Johnson, Kent, Gavin & Sinding, probably holds a record for the shortest term as chapter president of the American Assn. of Newspaper Representatives. After his election in June, he was notified that Oct. 1 his reserve unit will be activated. He's information officer of the Massachusetts 102nd Tactical Fighter Wing . . . Another adman, **Arthur Brown,** president and treasurer of Reilly, Brown & Tapply, Boston, was tapped for the chairmanship of the public relations committee of the U.S. Reserve Officers Assn. . . .

Heading the Memphis and Shelby County Chapter of the American Cancer Society is **Bert Ferguson,** exec vp and general manager of Radio Station WDIA. Another broadcast exec serving community interests is **Benedict Gimbel Jr.,** vp of Metropolitan Broadcasting Co., who serves as chairman of the theater committee of the third annual Philadelphia Arts Festival . . .

Oct. 14 is the date for Sandra Highbaugh and groom-to-be **Leon Miles,** product manager of Shulton Inc., Clifton, N.J. . . .

Announcement has been made of the engagement of Joan Draper to **Owen Burtch Winters Drake,** son of the late **Owen B. Winters,** former exec vp of Erwin, Wasey & Co. His stepfather is **Frederic Drake,** retired publisher of *Harper's Bazaar* . . . Another engagement: Patricia Lee Donovan and **Leon A. McNamara,** a tv producer at Young & Rubicam . . .

New president of the New York Assn. for Mental Health is **Robert L. Sabin,** ad manager of Smith Bros., and head of Sabin Advertising Agency, Hurley, N.Y. . .

Opera Lovers Dept: Serving as volunteer press agents for the Los Angeles Opera Co. are **Frank Russell, Richard Lockman** and **Mort Meltzer,** all with BBDO; **Les Issacs,** ad director of Great Western Savings; **Gerri Foulger,** Cunningham & Walsh; **Ted Jardin,** Pacific Outdoor Advertising Co., and **John Whittaker,** Radio Station KFWB . . .

Scholarly Admen: **Athel Denham,** head of the Detroit agency bearing his name, will receive an honorary degree in mechanical engineering, bestowed by Stevens Institute of Technology for "accomplishments in the general field of engineering." **Arthur Arlett,** account exec and pr director of Hoefer, Dieterich & Brown, San Francisco, has been named the first George W. Kleiser Sr. "distinguished lecturer" in advertising in the school of advertising at Golden Gate College. Funds for the post were donated by Mrs. **George W. Kleiser,** whose late husband was a partner in Foster & Kleiser . . .

Hal Metcalf, manager of *TV Guide's* Arizona edition, shortly will take up duties as moderator of a bi-weekly program on educational tv station KAET, Phoenix . . .

A painting entitled, "Story," work of **Jack J. Freeman,** art director of R. Jack Scott Inc., Chicago, took the $100 first prize at the recent Old Orchard art fair . . .

A second son, third child, Mark Ryan, born Sept. 11, is the latest addition to the **James Fitzgerald** household. Proud papa is western manager of *Harper's Bazaar* in Chicago . . .

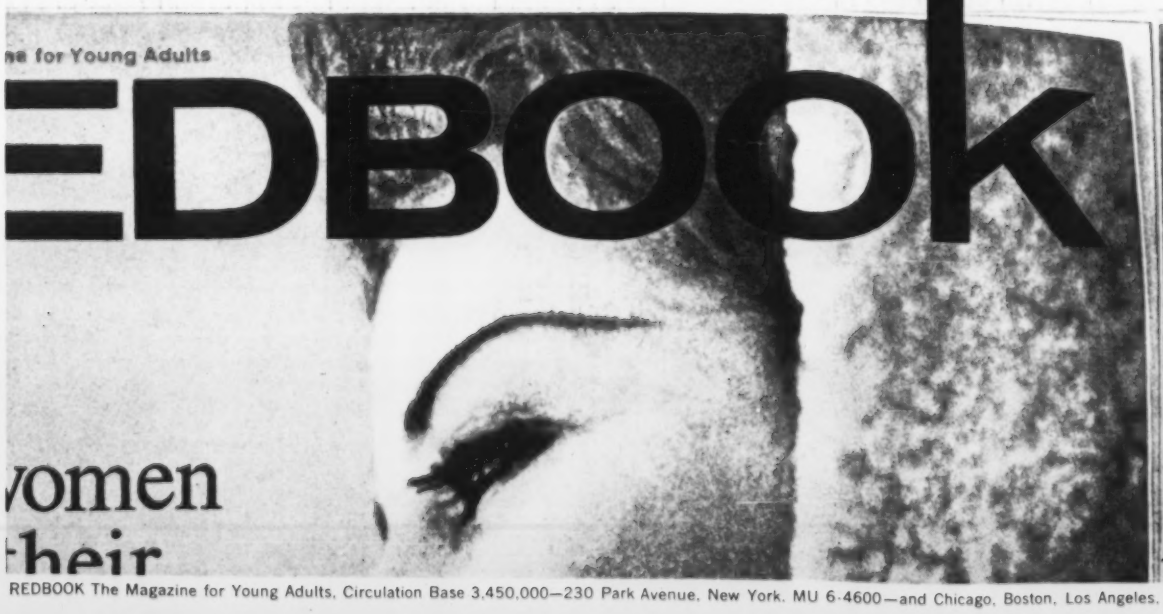
Mr. and Mrs. **Charles Pumpian** (he's vp of Henri, Hurst & McDonald; she's executive secretary of Bonwit Teller) left Chicago recently for a month-long tour of the Orient with stops in Japan, Hong Kong, Thailand and Cambodia . . .

HOW HIGH WILL IT GO ?

NOVEMBER DISPLAY LINAGE UP **71.7%**

OCTOBER DISPLAY LINAGE UP **36.5%**

SEPTEMBER DISPLAY LINAGE UP **9.8%**



No higher. Not this year. December, three weeks from closing date, seems likely to slack off to a mere 20% linage gain. Sensational for most media, this will mean just another fine month for Redbook, in another fine year. That's what happens when a market and a magazine take off together. Advertisers have discovered that there's nothing like Redbook to cover the surging Young Adult market. The result: 111 new advertisers so far in '61.

REDBOOK The Magazine for Young Adults. Circulation Base 3,450,000—230 Park Avenue, New York, MU 6-4600—and Chicago, Boston, Los Angeles, San Francisco. Another exciting publication of McCALL CORPORATION

CBS Television Sales Name Golden, Fuchs

Richard Golden, formerly director of sales presentations and market planning of CBS Television Network, New York, has been given the new title of director of market planning. David Fuchs, who had been director of sales presentations for the network, was appointed director of market development. Both will be in the sales department.

Other appointments in the network's sales department include Robert E. Philpot, from director of sales development to director of sales services; George Zurich, from manager of sales service to manager of station clearance; and Robert L. Pike, from assistant manager of sales service to assistant manager of station clearance.

SPORTS-CARTOONS-PRODUCTS IN ACTION
FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
18 WEST 44th STREET ... NEW YORK 36, N. Y.
SEND FOR PRICES ... FREE SAMPLES
"POCKET TELEVISION" MOVIE FLICKER BOOKS

'Le Nouveau Journal' Bows

Canada's new French-language newspaper, *le nouveau journal*, Montreal, containing 40 pages, bowed Sept. 5. The newspaper, largely editorial in content and somewhat restricted on sports, will appear twice daily except Saturday. Mrs. P. R. DuTremblay, former chairman of the board of directors of *La Presse*, Montreal, French-language newspaper, is publisher of *le nouveau journal*. Mrs. DuTremblay resigned from *La Presse*, several months ago (AA, July 3).

Stull Co. Names H.I.M.

A. J. Stull Co., Philadelphia, manufacturer of industrial chemicals, has named H.I.M. Associates, Hatboro, Pa., to handle its advertising.

PEACHY HAT—*T. W. Garner Food Co., Winston-Salem, N.C., is running the above 1,600-line two-color ad in Virginia, and North and South Carolina newspapers during September for its fourth annual peach preserves promotion. Long-Haymes is the agency.*

Hunting, Fishing Were $4 Billion Market in 1960: U.S.

WASHINGTON, Sept. 19—The Department of the Interior reported last week that its 1960 national survey of fishing and hunting shows this form of recreation has become a $4 billion market.

More than 30,000,000 Americans 12 years or older participated "in more than an occasional way," the survey showed. They spent more than $4 billion, traveled 26.4 billion passenger miles by car and devoted 658,000,000 days to fishing and hunting.

A similar survey five years ago showed 24,917,000 anglers and hunters, 24 billion passenger miles by auto and 567 billion recreation-days of fishing and hunting. In 1955, expenditures were reported to total $2.8 billion.

■ The survey was made for the department by the Bureau of the Census. It showed 25,323,000 sport fishermen and 14,637,000 hunters in 1960. These figures included 9,525,000 who both fished and hunted.

A breakdown of expenditures showed: Licenses, 3%; food and lodging, 10%; transportation expense, 14%; fishing and hunting equipment, 17%; auxiliary equipment, 32%; and privilege fees and other expense, 24%.

"1960 National Survey of Fishing and Hunting—Circular 120," giving complete tabulation by sex, residence and type of sport, is available from the Superintendent of Documents, Government Printing Office, Washington 25, D.C., for 50¢. #

'Lone Ranger' to Roam Syndication Airlanes

"The Lone Ranger," who for 28 years has hiyoed on radio and tv networks, will turn to a new route —syndication—in the fall. The program has been dropped from the NBC-TV Saturday morning schedule as of Sept. 23.

To syndicate the veteran western series, its owner, Wrather Corp., Los Angeles, has formed a subsidiary, Telesynd Corp., with offices at 136 E. 57th St., New York. The company will be managed by Hardie Frieberg, formerly general sales manager of Independent Television Corp.

Desbarats Adds Courtaulds

Courtaulds (Canada) Ltd., Cornwall, Ont., manufacturer of viscose yarns, has appointed Desbarats Rayment Advertising Ltd., Montreal, to handle its advertising. McKim Advertising formerly handled the account.

Three vital dimensions of any sales campaign are research, presentation and distribution. The correct utilization of these components, however, demands another dimension. that is, a natural familiarity with the market. At Dentsu, familiarity breeds content.

DENTSU ADVERTISING LTD.

Head Office: Nishi-Ginza, Tokyo, Japan Cables: "DENTSU TOKYO"
New York Office: Time & Life Bldg., Rockefeller Center, New York 20, N.Y., U.S.A.
Representatives: Chicago, Los Angeles, San Francisco, Honolulu, Okinawa, Taipei

LUBALIN

SAROYAN

Two great talents join hands to create some special excitement in this week's Saturday Evening Post. The writer—William Saroyan, with a new and moving short story about a love that spans an ocean and a lifetime. The artist—Herb Lubalin, whose graphic design gives the story a striking send-off. Turn the page...and discover that *suddenly reading becomes a new adventure!*

One man's loveletter to a lost sweetheart.

Dear old Katey kid: Come to Paris as soon as you can. Don't put it off until you are a year older, because Paris may be different in a year, and I don't think you ought to miss the way it is now.

Everything is people in Paris. The people keep saying "Ah" and "Oh la-la" to one another all day and all night. No matter what time you go to bed you will hear somebody in the street saying "Ah" or "Oh la-la" in a loud voice to somebody else. I wish I knew a little more French than I do, so I could begin to guess what this is all about.

I know it's about tomatoes now and then, because I saw a little old lady buying fifty francs' worth of little old tomatoes from a young movie star at a pushcart on a narrow street, and after the little old lady had come out with her "Oh la-la," the movie star put back a bad tomato and put in a slightly better one. The little old lady wagged her head at his audacity in trying to give her a bad tomato, handed over her coin and went down the street, whereupon the movie star said "Ah" and made a famous French face. I call him a movie star because I've seen him in the six or seven French movies I've seen so far. All of the people in the French movies appear to have side jobs selling tomatoes from pushcarts in the streets. The French people want their movie heroes that way. And that's one of the things I want you to come over and enjoy.

The French seem to believe that if there is anybody who isn't handsome enough to be in a movie, then there isn't anybody who *is* handsome. They don't like their movie heroes to be better-looking than the rest of the people.

Everybody in Paris believes he either is in a movie or could be if he wanted to, and everybody acts as if he had just turned down a big part in a movie because it wasn't as much fun as being in the full-time movie he has always been in.

I think this particular movie, which is a very pleasant one, is coming to an end, though, and may be over next year about this time. And who knows what the next movie is going to be like?

You're not a kid any more, although I've got to call you "Katey kid" because I've always called you that, and my Della has been dead five years, and your Edward has been dead two, and our kids have all grown up.

I don't mind saying I'm sixty-six, although I can't understand how I ever got to be so old all of a sudden. Wasn't it just last year that both of us graduated from Fremont High School in the same class?

I'm not asking you to come over and be my bride, either, in case you're thinking that that's what's in the back of my head. The only thing in the back of my head is that for all of my sixty-six years, Paris has got me thinking I'm sixteen again, and I believe it'll get you to thinking you're sixteen again too.

Now, as you may remember, when I *was* sixteen, I spoke to you about our getting married, and you asked for a little time to think it over. You felt there was plenty of time—and, of course, there was. There were fifty years of time for me, for instance, but now all of that time has been used up, but at least once a year—in October, because that was when I brought up the matter the first time—I've thought it over. *Old Katey kid, what's she up to now, I wonder?*

This time I would rather you didn't ask for time to think it over, because I have this feeling that the movie is going to change, and I don't think you ought to miss this part of it, which seems to be the best part.

It's late September now, and October will soon be here. Bring your money, of course. It would be silly for me to pretend I could afford to pay your way and then pay your expenses after you got here. I live like a king on thirty dollars a week, which is what I get in the mail the first of every month, the retirement pay of an ex-English teacher at Fremont High School, and I just couldn't pay for anything else out of that. But I know you get more than that in the mail the first of every month from Ed's insurance. With that extra money, you could buy some of the things that Paris is famous for—hats, shoes, perfumes. I know you could live like a queen on your money.

I live a little down the hill from a place called Pigalle, in what you might call the slums, only nobody here does that. Everybody believes he is in the same movie that everybody else is in, and everybody believes his own neighborhood is the best in the city.

The name of my street is *Rue de la Victoire*, and I am at No. 127, third floor, front two rooms, no elevator, but you don't need an elevator. The people in the building are all fine people who say "Ah" and "Oh la-la" to one another all the time. I haven't learned any real French yet, but after all, I've been here only six months. I wanted to be sure I wanted to stay before trying to learn the language; but now that I know I want to stay, I'm taking lessons from the old man who lives on the floor just below mine, who used to be a gardener but has been retired for more than twenty years.

He wrote his age on the back of an envelope the other day, and it was eighty-eight. I

FOR YOU!

BY WILLIAM SAROYAN

couldn't believe my eyes, for he doesn't look that old at all, except for his big white mustache. He gets around nicely, too, although he doesn't take the Metro very much because he doesn't like crowds. The Metro is short for *Métropolitain*, the name of the subway.

You can get around very nicely for a very small amount of money and you can get there much swifter than by a taxi, for instance. I take a taxi once in a while, but not too often. Why waste the money? The people of Paris don't like to waste money.

The man's name is Lebeque. The first thing he wanted to teach me was to count, which I am now able to do. And then he taught me the days of the week. I always know what day it is. Today is *samedi*, for instance. Saturday.

The two rooms cost me, furnished, three hundred francs a day, or about sixty cents. Well, they're worth it. They're not exactly enormous rooms, but I have all the room I need and then some. The kitchen is small, but it *is* a kitchen, and I get out some pretty good cooking in there.

Now, the other day, the lady who occupied two other rooms on this floor, also overlooking the street, was taken at her own request to a home because she didn't want to look after herself any more. Since her departure I've visited her rooms and I know you would love them and be perfectly at home in them. The rent, I am sorry to say, is a little higher than mine—three hundred and fifty francs a day, or seventy

POST

The Saturday Evening

IS THE PLACE FOR YOU!

The new Post widens the eye. And stretches the mind. And races a tingle along the spine. □ Its pages are spiced with variety, a surprise at every turn. Gripping stories, burning issues, new faces, light stuff, controversy, and more—something to interest everyone in the family. □ The new Post puts people in the right mood, the bright mood, for your message. It brings you a vigorous new market place for your words and your wares. Pick up this week's issue... and read the enchanting sequel to last year's lionized best-seller, "Elsa's Cubs: Living Free"... go deep into Yugoslavia with Ernest Hauser and really get to know Tito... argue with the man on a soapbox who says "The South Will Change"... meet the new millionaires of Phoenix ... and meet four young people on the way up. See how the new Post excites your interest, cover to cover. See what it does for the ads!

SUDDENLY READING BECOMES A NEW ADVENTURE!

© 1961 The Curtis Publishing Company

SOUPS ON—*H. J. Heinz will run this ad in food day editions of 342 newspapers the week of Oct. 1 to push soup sales. The coupon, with three labels from any variety of Heinz soup, is good for a refund on the purchase of a box of crackers, up to 30¢. Heinz also will use eight daytime NBC-TV shows. Maxon Inc. is the agency.*

Canned Vodka Bows in Five More States

NEW YORK, Sept. 19—Following a successful two-month test in Florida, McKesson & Robbins has launched 6 oz. canned vodka drinks in five more states: Delaware, Maryland, Massachusetts, Nevada and New Mexico.

The Florida introduction was accompanied by little or no advertising. But "strong" newspaper schedules of 500 and 1,000-line ads have been prepared for the added markets by Kenyon & Eckhardt, and the first copy is expected to run by Oct. 1.

The new product, claimed to be the first alcoholic drink in cans, is called Newports. There are three types: Bloody Marys, screwdrivers and salty dogs, each using 1½ oz. of vodka, plus mix. They are currently priced at 49¢ a can.

■ For the present, New York will not see Newports because 6 oz. sizes are not permitted in the state.

McKesson & Robbins tested the line through 4,000 liquor outlets in Florida, and reported 75% acceptance among retailers.

Newports were devised by Continental Beverage Co., Winter Haven, Fla., a subsidiary of Snively-Groves, Florida citrus producer. #

General Mills Sets Push

General Mills, Minneapolis, will launch its fall advertising campaign for Bisquick with a four-color page, plus an adjoining 3/10 page Betty Crocker biscuit recipe column in the Sept. 24 and Oct. 8 issues of *This Week Magazine* and 13 independent supplements. In southern states a four-color spread, carrying an 8¢ coupon, will appear in *TV Guide* editions Sept. 30. Heavy television is also scheduled for the "Bisquick for Biscuits" promotion, featuring a new package design. Knox Reeves Advertising, Minneapolis, is the agency.

Anderson Names Rippey

Rippey, Henderson, Bucknum & Co., Denver, has been named to handle advertising for Anderson Independent Co., Denver, formed by the merger of J. F. Anderson Lumber Co., Minneapolis, and Independent Lumber Co., Grand Junction, Colo.

Cuno Engineering Names Duff

James E. Duff, formerly general sales manager of Joy Mfg. Co.'s electrical products division, St. Louis, Mo., has been named to the new title of vp in charge of marketing of Cuno Engineering Corp., Meriden, Conn.

Nalley's Promotes Contest

Nalley's Inc., Tacoma, has launched a major newspaper campaign in Northern California, Oregon, Washington, Montana, Utah and Idaho to promote a $101,000 Country Cupboard consumer prize contest. Arranged by Compton Advertising, San Francisco, the campaign involves page-dominating b&w ads in 75 newspapers as "the opening phase" of what Michael D. Heeger, newly-appointed director of marketing of Nalley's, describes as "the biggest and most ambitious promotion campaign ever undertaken by Nalley's.

Master Bronze Names Agency

Master Bronze Powder Co., Calumet City, Ill., manufacturer of rust preventive coatings, has named Ruben Advertising Agency, Indianapolis, to handle its advertising and sales promotion. Stern, Walters & Simmons, Chicago, was the previous agency. At the same time, William F. Perkins has joined Ruben as manager of publicity and public relations in the agency's Ren division. Mr. Perkins was formerly promotion manager of Stovall & Associates, Indianapolis.

'Herald-Banner' Goes Daily

The *Herald-Banner*, Greenville, Tex., has switched to a seven-day morning basis, effective with its Sept. 9 issue. The newspaper previously published evenings except Saturdays and on Sundays.

ANOTHER COLOR TV PREMIERE

The Bullwinkle Show makes its Color debut this season. General Mills and Ideal Toys are the sponsors. Learn today why more and more shows and sponsors are moving up to Color. Contact W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

22 YEARS AGO ON WBNS RADIO

The bushy eye-browed visage of John L. Lewis was becoming more and more familiar in 1939. His United Mine Workers and the C.I.O. made news, and the ups and downs of labor unions were carried to Central Ohio via WBNS Radio.

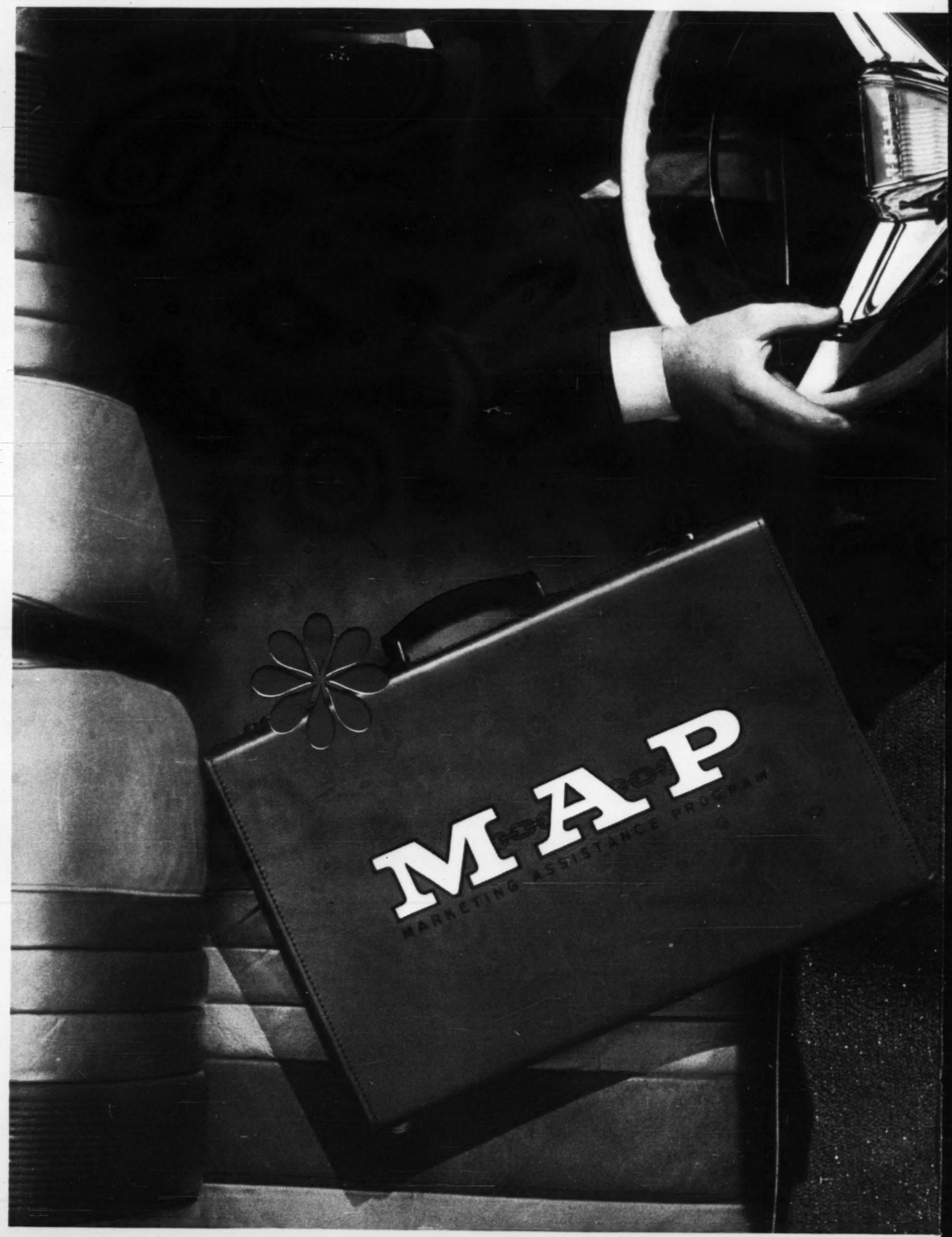
Here in Columbus, Argo & Lehne Jewelers played a big part in unions of another sort as hundreds of marriage vows were sealed with diamonds from this locally-owned, locally-managed purveyor of quality jewels.

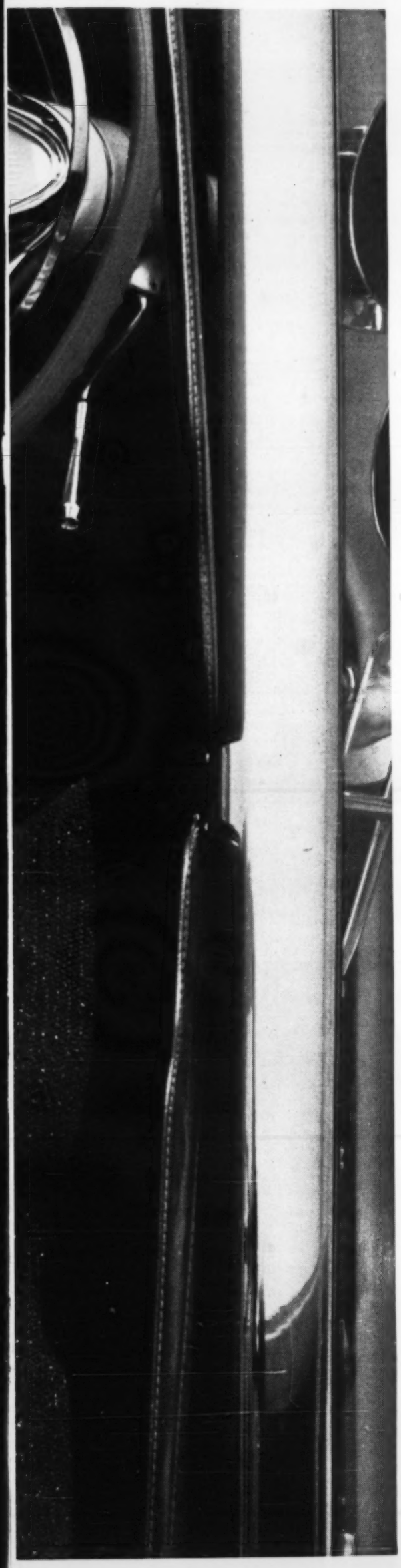
Every year since 1939, Argo & Lehne has kept coming back to WBNS. In our home town where folks know us best, WBNS Radio comes close to being an automatic renewal for every local business.

To share in the $1,750,000,000 Central Ohio retail sales volume, Argo & Lehne operates two beautiful stores; one down town (left) and one in our burgeoning suburbs. WBNS has carried the message for 264 successive months.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company


MAP
MARKETING ASSISTANCE PROGRAM

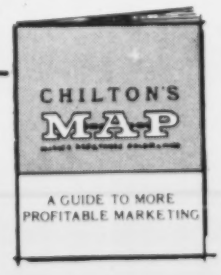


Here's help in cutting your sales costs

You can trim sales costs . . . by concentrating on men who are currently buying in volume.

Chilton's Marketing Assistance Program can identify them. We use many means to help select and classify the productive buying influences. Circulation spadework. Editorial surveys. Buyer profiles. Chilton and government census data. Inquiry records. They are all in M-A-P . . . in punch-card decks, manuals, survey reports and on tapes. You name the products . . . we will name the buyers you should sell the hardest. Each Chilton business magazine offers you a 2-pronged approach to more sales: A custom-tailored M-A-P on its market; an advertising medium that can get you results now.

CHILTON'S MARKETING ASSISTANCE PROGRAM



Be sure to get a free copy of this newly updated 48-page booklet describing all the services offered by Chilton's Marketing Assistance Program. Write today on your business letterhead to: **CHILTON COMPANY Chestnut and 56th Streets, Philadelphia 39, Pa.**

Gaiber Launches BagVertising

Gaiber & Associates, Chicago, is launching BagVertising to convert otherwise blank shopping bags into "traveling outdoor posters" carrying the ads of local merchants and national companies. The bags will be supplied free to supermarkets. Sales of grocery bag ads will be handled by local licensees.

BagVertising will offer 60 2x5" ad units on a bag, with each unit priced at $20 per week on a six-month contract. A different rate will be quoted for national advertisers, based on the number of stores the advertiser wants to be in.

California Details New Restrictions on Savings & Loan Ads

Los Angeles, Sept. 20—California admen with savings and loan accounts will have to watch their superlatives, starting Sept. 29.

That's the effective date of a new batch of sharp-toothed advertising regulations announced by Savings & Loan Commissioner Preston N. Silbaugh (AA, Sept. 11).

In a 25-point memorandum mailed to the state's savings and loan associations, Commissioner Silbaugh set forth a series of regulations on savings and loan advertising which he said have been included in the California administrative code.

The regulations, which cover everything from the use of giveaways to the wording of advertisements, deprive admen of some of their choicest savings and loan superlatives. In a section on unqualified claims, for example, the commission forbids associations to advertise that they are the "safest," "most secure," "most reliable" or "strongest" unless "valid reasons for the claim are set forth in detail."

■ Some other major points:

1. Each association shall maintain and make available for inspection at its home office a chronological file of all forms of advertisements used during the past 18 months.

2. Ads shall not be used after the commissioner has given written notice that in his opinion an ad is false, misleading or likely to deceive the public.

3. The commissioner may require any or all associations to file a true copy of the text of any ad with his office at least five days prior to "issuance, circulation or publication" of such ad. The commissioner added, however, that filing shall not be necessary "except when specifically required by the commissioner or when proposed to be used in connection with sale of guarantee stock." #

EASY DOES IT—*Easy Appliance division, Murray Corp., Syracuse, is running this ad in the September Good Housekeeping, its first national ad in more than two years. Look and Parents' Magazine will be used too. Fuller & Smith & Ross is the agency.*

Donnelley Acquires Ogden

Reuben H. Donnelley Corp. has acquired Ogden Publishing Co., New York, which publishes *Glass Packer* and *Glass Industry*. Vincent M. Rabuffo, general manager of Donnelley's *Ice Cream Trade Journal*, also will be publisher of the two Ogden publications.

Bostwick Joins Sheraton

Jeri Bostwick, public relations director of the Greenbrier Hotel, White Sulphur Springs, W. Va., has been named pr and advertising director of the Sheraton Hotels in Hawaii.

Ever watch a woman leaf through a magazine?

She fixes herself comfortably in the chair.

She flips through a few pages and delicately smothers a ladylike yawn.

The picture for a story catches her eye, and she pauses an instant or two to speculate idly whether Mr. Tall-Dark-and-Handsome did—or he didn't.

Slap. Flip. Flip. Slap. More pages wander by.

Then it happens.

This woman is wide awake and vibrating. She sees something that buzzes her acquisitive sense.

She sees a product her man would like to eat, her kids would want to wear, her house would love to have, her face or figure would choose to put on.

She sees an ad that grabs her. You can almost feel the short hairs on the back of her neck quiver with buying desire.

* * *

Sure, that kind of wake-up ad has a product, and an idea in it. But ten to one it's *physically* strong and attractive, too.

In these competitive days, why send a good product out into the selling world without a strong, vigorous, right type dress? Especially since it costs no more.

Your nearest ATA member is a type specialist. He knows faces and has them. He understands selling problems and helps solve them. His craftsmen love their work—and it shows. He does it better and sooner. You save two ways: typographical efficiency and stronger sales response.

Call him—this time!

It pays to set type right

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, Inc.

Is she your type? . . . *if you want to appeal to her call the nearest member of the Advertising Typographers Association of America*

EXECUTIVE OFFICES:
401 Eighth Avenue, New York 1, N.Y.

AKRON, OHIO
The Akron Typesetting Co.

ATLANTA, GEORGIA
Higgins-McArthur Company

BALTIMORE, MARYLAND
The Maran Printing Co.

BOSTON, MASSACHUSETTS
The Berkeley Press
Machine Composition Co.
H. G. McMennamin

CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, OHIO
The J. W. Ford Company

CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.

DALLAS, TEXAS
Jaggars-Chiles-Stovall, Inc.

DAYTON, OHIO
Dayton Typographic Service

DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service

DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company

INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.

KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.

LOS ANGELES, CALIFORNIA
Adtype Service Co., Inc.
Advertisers Composition Company
Bisch Type, Inc.
Nicholas-Preston Company

MILWAUKEE, WISCONSIN
Arrow Press, Inc.

MINNEAPOLIS, MINNESOTA
Dahl & Curry, Inc.
Duragraph, Inc.

NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.

NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
Huxley House Ltd.
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company, Inc.
Chris Olsen Typography, Inc.
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Kurt H. Volk, Inc.

PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Company
Typographic Service, Inc.

PITTSBURGH, PENNSYLVANIA
Davis & Warde, Inc.

PORTLAND, OREGON
Paul O. Giesey, Adcrafters, Inc.

ROCHESTER, NEW YORK
Rochester Monotype Composition Company

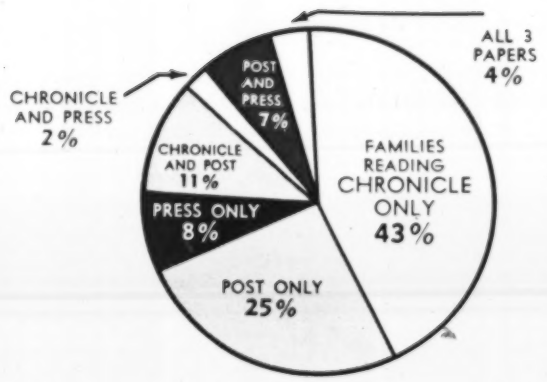
ST. LOUIS, MISSOURI
Warwick Typographers, Inc.

SAN FRANCISCO, CALIFORNIA
Griffin Brothers, Inc.

TORONTO, CANADA
Cooper & Beatty, Limited

BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
premiums build sales inexpensively
Hundreds of sizes, shapes and colors
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

The Chronicle Has More EXCLUSIVE Houston Readers Than Both Other Houston Newspapers Combined!



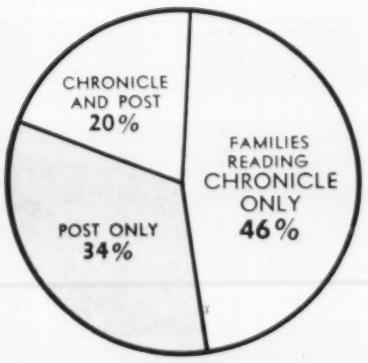
DAILY
NEWSPAPER READERSHIP

43%

of all Houston daily newspaper readers read ONE NEWSPAPER EXCLUSIVELY

. . . that newspaper is

THE HOUSTON CHRONICLE



SUNDAY
NEWSPAPER READERSHIP

46%

of all Houston Sunday newspaper readers read ONE NEWSPAPER EXCLUSIVELY

. . . that newspaper is

THE HOUSTON CHRONICLE

Source: Belden Associates, 1961

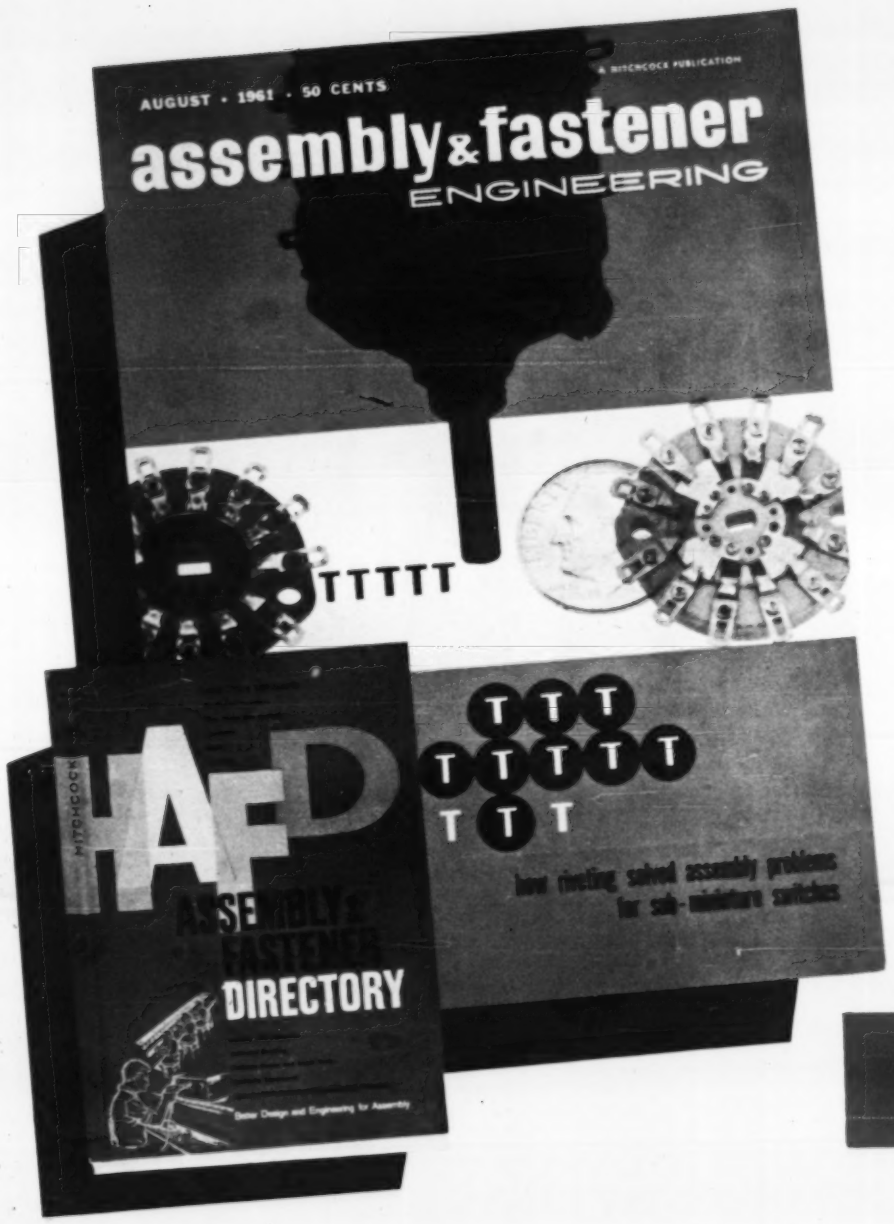
THE HOUSTON CHRONICLE

In Houston, The Chronicle Is Your Must Buy

Member The TEXAS GROUP

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

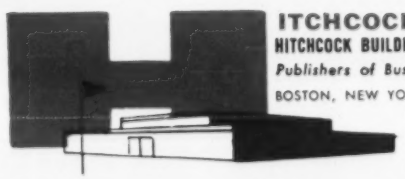
Better design and engineering *for assembly*



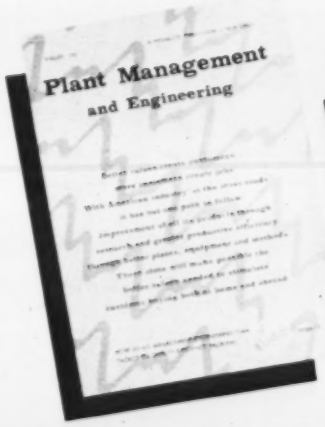
One of the important developments in the dynamic growth and expansion of American industry has been mass production—assembly line production. The assembly techniques, methods and design have been of tremendous importance in developing our mass production and has moved America out of high cost job shop production. If we as a nation are going to continue to maintain our leadership in world markets, we must continually modernize our assembly production methods and equipment to meet the many new economic competitive conditions.

ASSEMBLY & FASTENER ENGINEERING with a circulation of 31,000 serves the important men in the assembly industry with all the vital facts and information they need for "better design and engineering for assembly."

HITCHCOCK'S ASSEMBLY & FASTENER DIRECTORY is the only Directory serving the entire assembly field—from design through production. A circulation of 23,000 brings the Directory to these key men in 9,000 plants where it is used daily throughout the year at the time of selection and purchase.

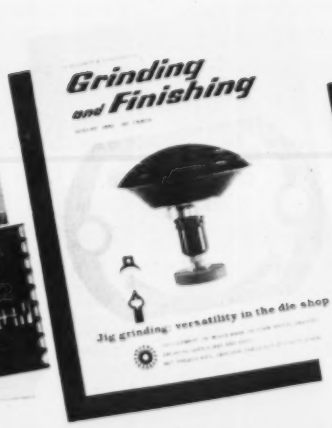


ITCHCOCK PUBLISHING COMPANY
HITCHCOCK BUILDING • WHEATON, ILLINOIS
Publishers of Business Magazines and Directories Since 1898
BOSTON, NEW YORK, CLEVELAND, CINCINNATI, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

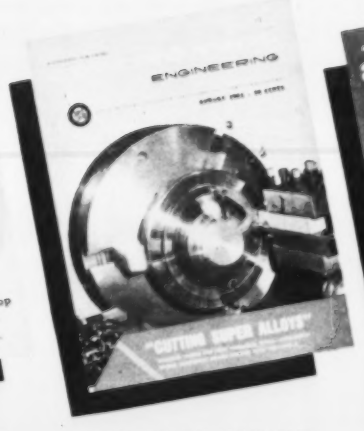


PLANT MANAGEMENT and ENGINEERING
"For the men in industry who plan for tomorrow."
Published since 1950 — Circulation 50,100

MACHINE and TOOL BLUE BOOK
HITCHCOCK'S MACHINE and TOOL DIRECTORY
"For the men of action in metalworking."
Published since 1906 — Circulation 60,260
Circulation (Directory) 30,000



GRINDING and FINISHING
"For better production and finishing with abrasives."
Published since 1955 — Circulation 32,000



CUTTING TOOL ENGINEERING
"For better production, quality and cost."
Published since 1955 — Circulation 28,000

ASSEMBLY & FASTENER ENGINEERING
HITCHCOCK'S ASSEMBLY & FASTENER DIRECTORY
"Better design and engineering for assembly."
Published since 1958 — Circulation 31,000
Circulation (Directory) 23,000

HITCHCOCK'S SERVICE

Marketing • Research • Merchandising • Promotion

HITCHCOCK DIVISIONS: TECHNICAL BOOKS

For better production, *quality, and costs*

A HITCHCOCK PUBLICATION
ENGINEERING
OFFICIAL PUBLICATION OF THE SOCIETY OF CARBIDE ENGINEERS
AUGUST 1961 • 50 CENTS
"CUTTING SUPER ALLOYS"

Cutting tools are used in the manufacture and repair of practically every metal product in our economy—airplanes, automobiles, ships, railroad equipment, agricultural, construction and textile equipment, most types of consumer durable goods, and in the production of almost all military supplies and equipment.

As the rate of American industrial production increases, we must find new and better methods that will increase production efficiency and improve competitive quality. Production can be increased to a higher level and at lower costs by making the most efficient use of the many new and better production machines and quality cutting tools.

The obsolescence gap in American production capacity is rapidly decreasing our production efficiency and must be closed if our industrialized society which is the leader of the free world today is to maintain its leadership.

Cutting Tool Engineering is the basis of our metalworking genius and therefore important in the future of the metalworking industries.

CUTTING TOOL ENGINEERING serves all the important groups in the cutting tool market. It has new publishing concepts that are increasing editorial impact. New publisher organization—new editorial compression—new editorial news features—new cover designs—new art and layout format—new type faces and engravings—new and improved paper stocks. Increased market coverage and penetration with a circulation almost doubled last July to a new total of 28,000—to bring the men in the cutting tool industry the vital facts and information they need "for better production, quality and costs" with which to meet the competitive challenge of today—for a better, more productive and profitable tomorrow.

HITCHCOCK'S WOOD WORKING DIGEST
HITCHCOCK'S WOOD WORKING DIRECTORY
"For the management men in woodworking."
Published since 1898 — Circulation 20,100
Circulation (Directory) 15,000

METROPOLITAN TRANSPORTATION
"Coordinated transportation for modern American cities."
Published since 1904
Circulation 12,000

SCHOOL BUS TRANSPORTATION
"Modern transportation for modern education."
Published since 1956
Circulation 22,000

DEPARTMENTS
Reader Service • Direct Mail
SPONSORED MAGAZINES • INTERNATIONAL

Marketing Department
HITCHCOCK PUBLISHING COMPANY
Hitchcock Building • Wheaton, Illinois

Please send complete information on the following Hitchcock magazines, directories and their markets.

- ☐ Assembly & Fastener Engineering
- ☐ Machine and Tool Blue Book
- ☐ Hitchcock's Wood Working Digest
- ☐ Metropolitan Transportation
- ☐ School Bus Transportation
- ☐ Hitchcock's Assembly & Fastener Directory
- ☐ Hitchcock's Machine and Tool Directory
- ☐ Hitchcock's Wood Working Directory
- ☐ Cutting Tool Engineering
- ☐ Grinding and Finishing.
- ☐ Plant Management & Engineering

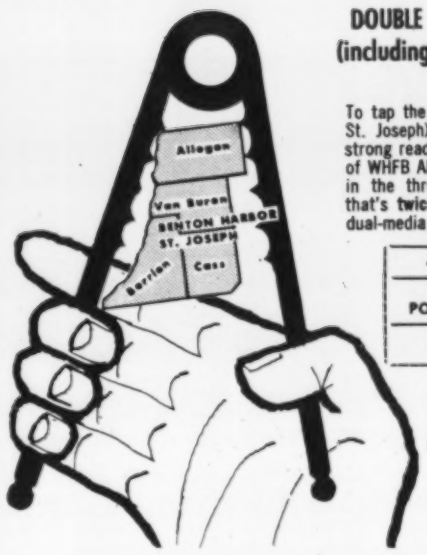
*Company*_____

*Street*_____

*City*_____ *Zone*_____ *State*_____

*Name*_____

*Title*_____



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

RED CARPETS—*Orville W. Johler (right), IGA vp in charge of advertising-merchandising, and David Johnson, IGA ad manager, look over red carpets which will be used in new IGA promotion, which starts Sept. 28.*

IGA Sets Red Carpet Service Promotion Starting Sept. 28

CHICAGO, Sept. 19—Members of Independent Grocers' Alliance will launch a colorful "Red Carpet Service" promotion on Sept. 28. A total of 85 IGA wholesalers and 5,100 IGA food stores in the U. S. and Canada will participate.

The new promotion will feature such items as 3'x9' red carpets to be used at the entrance and exit doors of the stores, red ties, red umbrellas and red coats. "IGA Red Carpet Service" is imprinted in gold on the carpets.

■ During the two week promotion, store owners, managers and department heads will don special red managers' coats and imprinted red ties, while checkers and other female employes will be wearing red blouses and boleros. Carryout boys will be outfitted in red overseas-type caps. The stores and wholesalers are expected to spend more than $270,000 for the promotional materials.

IGA will furnish all of its members with newspaper mats and radio and tv spots. IGA predicted that member stores would run the ad in more than 2,900 newspapers throughout the U. S. and Canada. #

Scott Paper in Philippines

Scott Paper Co., Philadelphia, has announced the incorporation of a Philippine affiliate, Eastern-Scott Paper Co., its first venture in the Philippines. Scott has invested $750,000 in cash in the company. Eventually the company will manufacture products of the kind and quality made by Scott in the U. S., to be marketed under Scott trademarks.

Armand-Richards Adds One

Armand-Richards Advertising Agency, Hackensack, N. J., has been appointed to handle advertising for Putnam-Herlz Finishing Co., New York, fabric finisher and dyer.

PBC
is proud
to be
in Radio

What is the place of radio today — and how has it changed or been forced to change? The idea that radio has to be a juke box, with a noisy cheap musical format carrying nothing but advertising announcements and pandering to the lowest tastes of the juvenile and the immature, is just not true. There are many stations in many different types of communities, who program differently, and successfully, and whose operation is certainly more "in the public interest." P B C stations follow this kind of programming. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio
WNAX, Yankton, S. D. WMMN, Fairmont, W. Va.
WTTM, Trenton, N. J. WGAR, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!
Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery
The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

ONE OF THE NATION'S FIRST TEN NEWSPAPERS IS NOW FIRST IN COLOR-PRINTING QUALITY

STAR
MAI
EDIT
★ ★
PRICE 7 CEN
OWS 'NO RETREA
er in Berlin, the Vice-President Reaffi
ination Not to Yield to Reds on
Divided City.
Chaos Comes To an 'Ideal' Spot in Berlin
By Lynn Heinzerling.
BERLIN, Aug. 19.(AP)—It is pure chaos in Harzerstrasse.
Everything north of Harzerstrasse is in Communist-ruled East Berlin. But the street and sidewalks are in West Berlin. The people living along the north side of the street have had the best of two worlds. Their doors opened up on the bounteous life of West Berlin.
Then a group of grim workmen nailed shut every door on Harzerstrasse and plastered brick walls inside the doors.
Other workmen put their ugly concrete walls
(Continued on Page 3.)
EDS GERMAN
Y FOR DEEDS
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THE KANSAS CITY STAR

1st PRIZE AWARD in EDITOR & PUBLISHER'S COLOR CONTEST

Best 1 Color and Black

Advertiser: Florida Citrus Commission
Agency: Benton & Bowles, Inc.

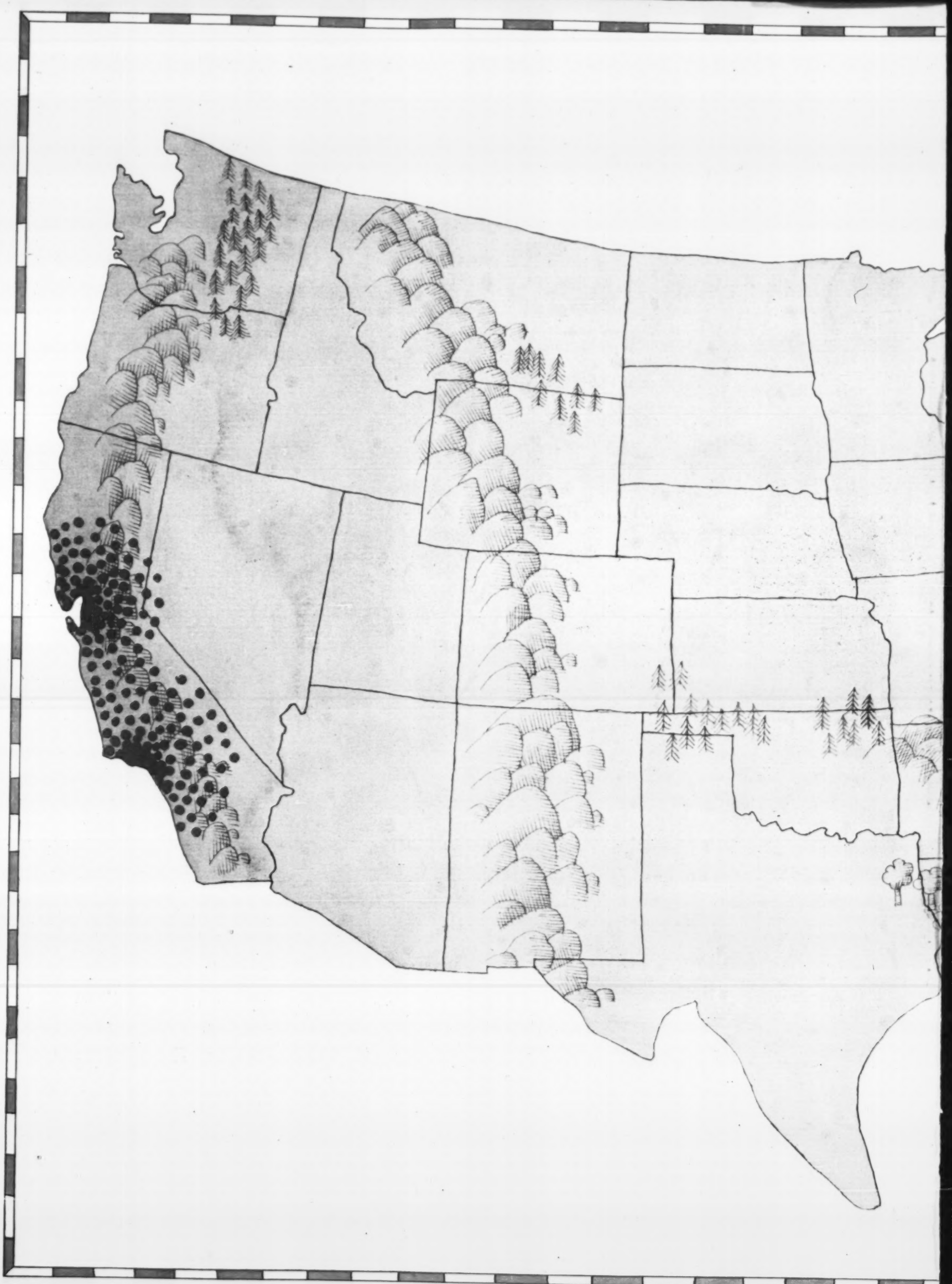
Advertisers can schedule color in The Kansas City Star with confidence it will be reproduced to meet their most exacting requirements.

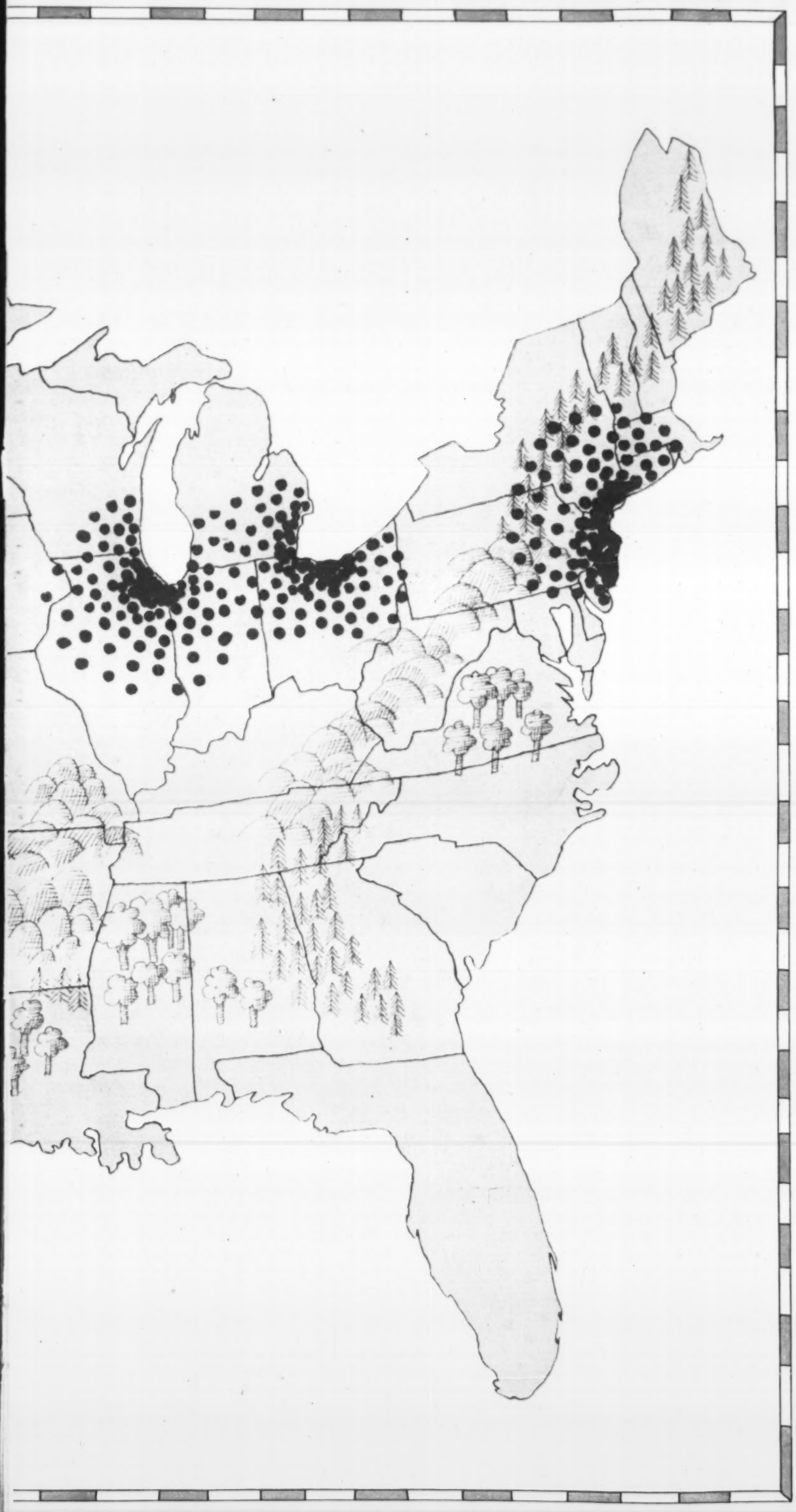
The Star's modern color equipment, skilled personnel and slavish production follow-through assure fresh, arresting presentations that deliver maximum sales impact.

THE KANSAS CITY STAR

New York Office,
21 E. 40th St.

Chicago Office,
202 S. State St.





This looks contagious.

A rash of increased viewing for ABC-TV programs has broken out in New York, Chicago, Detroit, Los Angeles, San Francisco.

The stations involved are, respectively, WABC-TV, WBKB, WXYZ-TV, KABC-TV, and KGO-TV...the 5 Owned and Operated ABC-TV stations.

Following the network pattern, four of these stations are now first in their markets...and WABC-TV, a strong second, is closing the gap for first place in N.Y.

How much audience has been gained—and at whose expense—can be quickly charted as follows:

Gain or loss in share of network audience*

	ABC-TV Station	NET Y Station	NET Z Station
New York (WABC-TV)	+16%	-3%	-11%
Chicago (WBKB)	+13%	–	-14%
Detroit (WXYZ-TV)	+ 8%	-6%	- 3%
Los Angeles (KABC-TV)	+15%	-3%	-12%
San Francisco (KGO-TV)	+14%	-2%	-14%

*Source: ARB March-April 1961, Sun.-Sat., 7:30-11 PM (N.Y.T.) as against same period for 1960. Network Programs.

With scarcely more effort (like phoning one of the 5 ABC-TV National Station Sales offices below) you can get the info needed to plan your smartest ad strategy in these great TV markets.

ABC-TV National Station Sales, Inc.

New York, New York, SUsquehanna 7-5000
Chicago, Illinois, ANdover 3-0800
Detroit, Michigan, WOodward 1-0255
Hollywood, California, NOrmandy 3-3311
San Francisco, California, UNderhill 3-0077

FDP food & drug PACKAGING

The only news magazine that reaches over 35,000 food and drug executives involved in packaging decisions accounting for 80% of total packaging purchases.

MAGAZINES FOR INDUSTRY, INC., publishers of Bottling Industry • Candy Industry and Confectioners Journal • Candy Industry Catalog and Formula Book • Food & Drug Packaging

New York 21 660 Madison Ave. PLaza 9-5245 Chicago 6 20 North Wacker Dr. Financial 6-7873
San Francisco 11 22 Battery St. YUkon 1-1299 Los Angeles 35 5478 Wilshire Blvd. WEbster 8-0111

Wright Joins Northwestern

John S. Wright has joined Northwestern University as associate professor of advertising. Mr. Wright, who formerly was chairman of the department of marketing of San Diego State College, and professor of business administration at Montana State University, worked for J. Walter Thompson Co. this past summer.

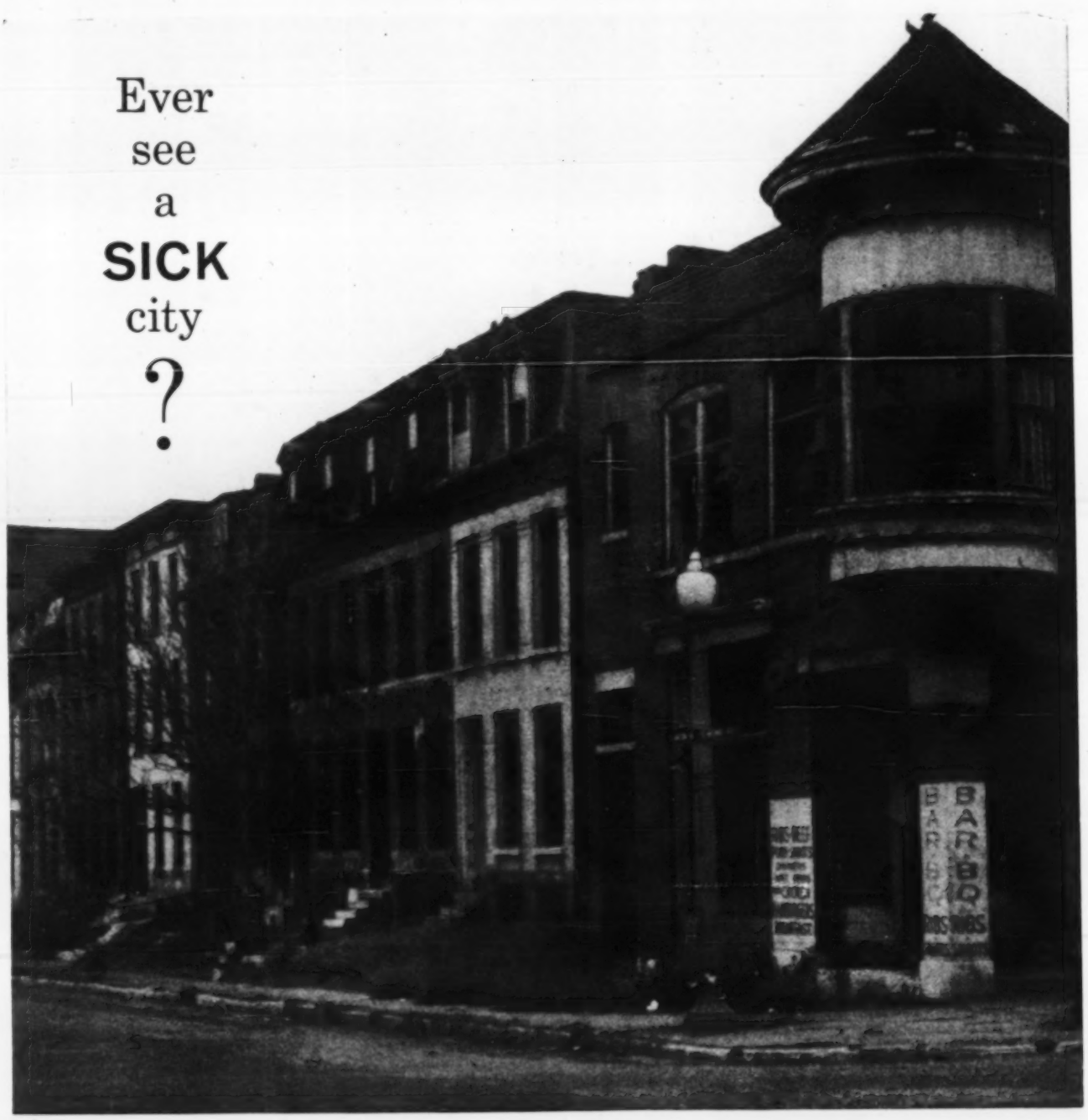
'Fortune' Boosts Lenahan

E. Patrick Lenahan has been promoted to business manager of *Fortune*, New York, a position vacant since December when John J. Frey was named general manager of the magazine. Mr. Lenahan formerly was assistant to Mr. Frey.

Feick Joins Berkeley Agency

David Feick has been named an account executive on the staff of California Service Agency, Berkeley. He formerly was with C. J. Devine & Co., San Francisco.

FREE COTTON BALLS—*Bauer & Black is offering free 29¢ cotton balls with the purchase of any two Curity products.*



The symptoms are slums, declining downtowns, impossible traffic, and no new buildings on the horizon. In 1956 St. Louis was not merely sick, it was paralyzed. Archaic "protective" laws blocked new construction. Today, acres of slums are down, miles of new expressways and dozens of modern buildings are up . . . and much more is planned. Why the change? A steady stream of Globe-Democrat editorials, for one thing, aroused the people to action.

Every city needs a newspaper alert to the problems of its people. In St. Louis the Globe-Democrat is such a newspaper.

St. Louis Globe-Democrat

P. L. O. Smith, 59, Shaw Exec, Veteran Food Adman, Dies

CHICAGO, Sept. 19—Percy L. O. Smith, 59, senior vp, treasurer and account supervisor with John W. Shaw Advertising, died Sept. 17 at Passavant Memorial Hospital. Prior to joining Shaw in 1953, he was vp of Standard Milling Co., assistant vp of Best Foods, and general manager of Hecker Products, all in New York. Mr. Smith was a member of the Merchandising Executives Club of Chicago, the Grocery Manufacturers of America and the Three Rivers Yacht Club, of Joliet.

BERNEICE M. DOLLNIG

CHICAGO, Sept. 19—Berneice M. Dollnig, 50, director of consumer education of Sears, Roebuck & Co., died Sept. 14 after a long illness. Miss Dollnig joined Sears in 1929 and became head of the consumer education division in 1944.

A past president and board member of the Women's Advertising Club of Chicago, she had been a club member since 1955. She also was a board member and membership chairman of the Home Fashions League of Illinois and a former board member of the Fashion Group of Chicago. She received an award from the American Furniture Mart in 1957 for distinguished coverage of home furnishings.

PATRICK D. McCAIN

MEMPHIS, Sept. 19—Patrick Dooley McCain, 46, art director with Plough Inc., and creative consultant at Lake-Spiro-Shurman Inc., died Sept. 12 in Methodist Hospital here as the result of injuries suffered in a car accident on Aug. 28.

By his own request, because he was a hemophiliac, Mr. McCain's remains have been turned over to the University of Tennessee college of medicine for hemophilia research.

Mr. McCain, who attended the University of Arkansas and was graduated from the American Academy of Arts in 1941, was associated with Dancer-Fitzgerald-Sample until 1952. From 1952 to 1955 he was an art director with Grant Advertising, spending a great deal of his time in Peru, Chile and Buenos Aires. Before joining Plough Inc. in 1959, Mr. McCain was an art director with Leo Burnett Co.

GE Promotion Features 3,000,000th Patent Award

In celebration of being awarded the 3,000,000th patent by the Patent Office, for its automatic magnetic ink character reader, General Electric Co., New York, has prepared a promotion kit. The company is running ads featuring the award in the *Wall Street Journal*, *American Banker* and *Auditgram*.

Lightning always strikes on Tuesdays. That, friends, is as predictable as the new Saturday Evening Post is unpredictable. ▪ Turn a page, and your eyes widen to a brilliant design by Herb Lubalin for a moving piece of fiction by William Saroyan. ▪ Turn a page, and you're in the grip of "Speaking Out: the Voice of Dissent." Raging, with Pulitzer prize winner Ralph McGill this week, against the sordid statistics of segregation...rejoicing in his moral certainty that its end is now in sight. ▪ Turn a page, and you're discovering the newest names in the news—"People on the way Up." ▪ This week, meet tough, outspoken Harry Goldie —boss at 35 of Boeing's vital Dyna-Soar space project...20-year-old singer Joanie Sommers ("She could be a real heavyweight," says Mort Sahl)...brilliant young artist Jack Zajac... and a bewitching 19-year-old bacteriologist, Regina Vilutis. ▪ Turn a page, and you're remembering back with Casey Stengel . . . smiling at Elsa's Cubs in Joy Adamson's sequel to her best seller...scowling at our $2 billion handout to Tito, as reported from Yugoslavia by Ernest Hauser...staring open-mouthed at the young rags-to-riches millionaires of Phoenix. ▪ Turn all the pages and feel the electricity surging through this magazine. Electricity touched off by the lightning of pure creative freedom. ▪ Expect some lightning every single Tuesday, Post day. ▪ Suddenly reading becomes a new adventure!

A CURTIS MAGAZINE

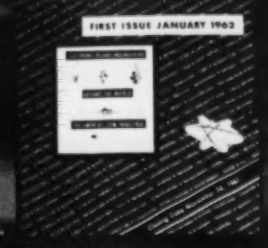
The Saturday Evening POST

FIRST ISSUE: JANUARY 1, 1962

COMING

FOR ELECTRONIC DESIGN ENGINEERS IN AMERICA'S OEM INDUSTRIES

GLOBAL ELECTRONICS



GLOBAL ELECTRONICS is the dramatic new magazine that breaks the language barrier for thousands of busy electronic engineers, scientists and executives.

GLOBAL ELECTRONICS will review, translate, condense and report information appearing in foreign technical magazines scientific essays, papers and journals. Original illustrations, line drawings and schematics will be used.

Advertise in GLOBAL ELECTRONICS to reach key electronic buying influences while they are receptive to new ideas. Initial circulation is 30,000. First issue closing is November 24, 1961. GLOBAL ELECTRONICS, Trans-World Publishing Company, Fenway Hall, Euclid Avenue at East 107th Street, Cleveland 6, Ohio.

Pacific Oyster Group Forms to Promote Sales

SEATTLE, Sept. 20—Oyster growers of the northern Pacific Coast area, intent on building markets especially in the Midwest, have formed a new sales organization, United Oyster Producers Assn., to act as exclusive sales agent for fresh or frozen oysters.

Membership includes 60 producers, ranging in size from small family farms to some of the largest operators, such as Coast Oyster Co., J. J. Brenner Oyster Co., and Palix Oyster Co. W. Arnold Waring, formerly manager of Haines Oyster Co., a marketing organization, is general manager of the new association, and Stan Sheriff, formerly manager of U. S. and Canadian sales of the oyster division of Rupert Fish Co., is general sales manager. Headquarters are at Pier 47, Seattle.

The association's members will produce approximately 75% of all Pacific oysters that are marketed fresh or frozen, Mr. Waring said. The association will not handle canned oysters or canned oyster stew.

■ As part of the new program, members will pay 10¢ per gal. of shucked oysters into a promotion fund, expected to approximate $50,000 a yield. Funds will be used for public and trade relations and institutional work primarily in the Midwest, it was indicated. A major distributor on the West Coast, Rose City Oyster Co., told the association it would contribute $10,000 to the promotion fund to help get the program started and to help build a stronger industry with larger total output.

Initial promotion will be primarily in public and trade relations and field work with restaurants and other institutional users, the association said. Major activity will center in Chicago and the Midwest, where sales of Pacific oysters have been on the increase for the past three years.

Members of the association make their brands available for joint use in marketing. Brands include Haines, Willapoint, Brenner's Three Chefs, and Palix.

■ Total output of Pacific oysters has averaged slightly in excess of 1,000,000 gals. (shucked) annually for the past 10 years. Major output is in Washington state, but there is also production along the Oregon coast, and increasingly in northern California. Industry figures show that approximately 70% of output go to market as refrigerated fresh oysters or as quick-frozen oysters, including prepared products such as breaded oysters. Approximately 30% go to market as canned oysters or canned oyster stew.

Rune Goranson Advertising is the agency. #

RACES OF MAN—*The Hawaii Visitors Bureau has changed the theme of its ads from scenery to playing up the variety of races in the islands, using magazine color pages like this in the U.S. this fall. Holst & Male is the agency.*

Mrs. Homemaker of Ann Arbor is making big shopping plans these days as she continues to read of important economic changes in the area.

Three shopping centers, now being developed on three separate sites on the periphery of the city, when completed could contain as many as 220 stores serving the 172,440 residents of Washtenaw County.

Arborland, Maple Village and Westgate Shopping Centers will offer residents opportunities to shop in many stores new to this community. Such chain operations as J. C. Penney, Winkelman's, W. T. Grant, Food Fair, Kinney Shoes, and Sibley-Florsheim Shoes are joining other well-known local and national companies to serve the Ann Arbor area in new modern facilities.

Ann Arbor's Central Business District also is planning drastic changes. Downtown retailers have approved a budget of $42,000 to cover the cost of a study aimed at upgrading and revitalizing the central business area.

These are signs of confidence in Ann Arbor's future as a rich, steadily expanding and dependable market. You cannot afford to overlook it in planning your advertising campaigns for Michigan. Any of our representatives listed below will be pleased to tell you about Ann Arbor and The Ann Arbor News, the community's leading advertising medium.

THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

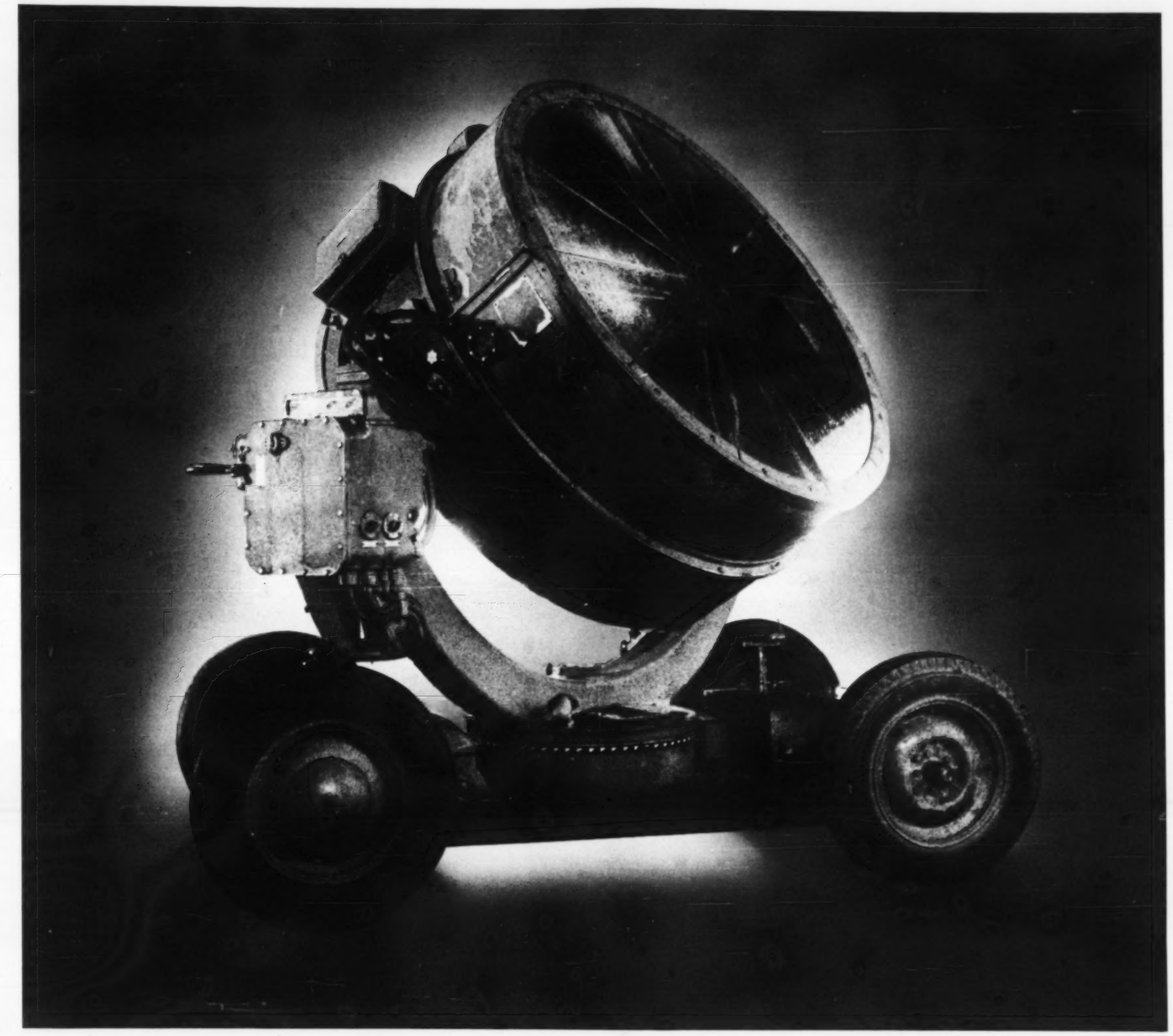
PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS

SOFT • WHITE • DISTINCTIVE

UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH

CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio



Be ready! 32,000 Car Dealers are about to Floodlight America!

Excitement at its peak! That's the mood today in automobile-land as American car dealers wrap up preparations for the big debut of the 1962 new car models. Soon the lights will flash across the country and the show will begin!

And for professional insight and depth coverage in every detail of the new automotive look, the men of the auto industry will again turn to the pages of Automotive News.

To see who's got what and why, to find out what the experts think, every major influence in the automotive field—factory executives, car and truck dealers, styling and engineering personnel, purchasing and sales managers, automotive suppliers and jobbers — will be anxiously awaiting each issue of Automotive News for the *first complete reporting on all the new models:*

- Photos and data on every new car.
- Additional illustrations showing principal models of each make and top selling features.
- Participation of industry suppliers and their part in producing the new models.
- Engineering and styling developments.
- Prices and specifications of all new cars.

These are the features that will attract over 43,000 regular subscribers to the Automotive News coverage of the '62s . . . and to your selling story. Take advantage of this intense interest to place your product before the men who can specify it.

Start your '62 campaign with the '62 new car introductions! Contact your local Automotive News Representative today.

The Most Influential Publication In the Automotive Industry

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520
NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273
SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547
LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The Newspaper of the Industry
Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Survey Finds Sales and Profits Improved . . .

NEW from DUKANE
THE "FLIP-TOP" PROJECTOR

The only Push-Button Unit of its type . . . fast and easy to set-up and operate.

. . . WITH PUSH BUTTON REMOTE CONTROL

The *Push-Button* "Flip-Top" now permits the operator to move about freely and select the proper spot for joint viewing with the prospect. Effectively presents your sales-story without slip-ups, omissions or lack of enthusiasm. Does not require darkened room or separate screen. See and hear the *Push-Button* "Flip-Top" demonstrated at your desk. Write to:

DuKane CORPORATION
DEPT. AA-91 • ST. CHARLES, ILLINOIS

Market Data Issue Pulls 112,582 Queries

CHICAGO, Sept. 19—A new high of 112,582 requests have been received from 3,602 ADVERTISING AGE readers for data listed in AA's May 8, 1961, market data issue. This was an increase of 11% over reader response to the previous year's issue and nearly 10 times the volume of inquiries resulting from the first market data issue, in 1948.

The 1961 market data issue listed 1,582 items, furnishing data in eight markets categories—national, international, Canadian, regional, industrial, distribution, farm and professional. #

MGM-TV Adds Two Series

Metro-Goldwyn-Mayer Television, New York, will offer "The Asphalt Jungle" and "The Islanders" to tv stations and advertisers on a syndication basis starting in the fall of 1961. Both these hour series formerly were carried on ABC-TV.

Adstaff Moves to Engelwood

Adstaff, sales promotion organization, has opened new headquarter offices at 601 Palisade Ave., Englewood Cliffs, N. J.

FOR THE WOMAN WHO HAS NOTHING TO WEAR! THE BEST OF BALENCIAGA, DIOR, GIVENCHY, CARDIN, COURREGES, FERAUD, LANVIN, NINA RICCI, RODRIGUES, CAPUCCI, DE BARENTZEN, DE LUCCA, ENZO, FABIANI, SIMONETTA, MINGOLINI-GUGENHEIM, VENEZIANI. SEE THE GREATS. SEE THEM ALL. TONIGHT ON CHANNEL 7 AT 7:30 PM. ON CHANNEL 5 AT 10:30 PM. ALEXANDER'S TV FASHION SHOW

NUDE FASHIONS—*Alexander's Stores, New York department store, used this spread in New York newspapers to announce a couturier fashion show on Channel 5 on Sept. 15. Smith/Greenland Co. is the agency.*

It's Natural for Advertising to Operate in Goldfish Bowl, Ebel Writes in AFA Series

NEW YORK, Sept. 19—"After a business man takes off his advertiser hat and turns to the equally important job of, say, warehousing his goods, who inquires about the social value of warehousing?"

Nobody, according to Edwin W. Ebel, vp-advertising services, of General Foods. But the business man is often asked to explain, sometimes to defend, the social value of his advertising function.

Mr. Ebel made this point in an essay on "Advertising in an Industrial Society," published by the Advertising Federation of America as the fourth in its "Truth in Advertising" series.

Mr. Ebel said the "whole extraordinary range" of advertising centers on one point: "Will my communication to the people win an effective response?" A business man considers his objectives achieved if he (1) covers the cost of communicating with new customers, (2) gets a reasonable profit, and (3) provides a foundation for continued business growth.

■ "At this level—the purely economic level—there is little mystery in advertising and hardly any difference of opinion," he said.

But there is so much talk about the social value of advertising, Mr. Ebel said, "because communicating with and motivating people is a fascinating occupation both to those in it and to those outside it. Moreover, by its very nature, advertising is always on public display; and to be in every eye and every ear assumably is to be on every tongue."

Copies of the essay are available from the AFA, at 655 Madison Ave., New York. #

Studebaker Names Wood

William L. Wood has been appointed merchandising manager of the automotive division of Studebaker-Packard Corp., South Bend. He formerly was account executive for Display Corp., Milwaukee. He previously had spent 17 years in various sales positions with the Oldsmobile division of General Motors Corp.

Mattel Expands TV List

Mattel Inc., Los Angeles, has added 70 stations to its ABC-TV lineup for "Matty's Funday Funnies," effective with the start of the fall season. This brings the total to 155. Carson/Roberts is the agency.

When you want something different in a printing paper . . .

. . . try SATIN SHELL by Beckett

For a demonstration of its printability, see SATIN SHELL — feel it . . .

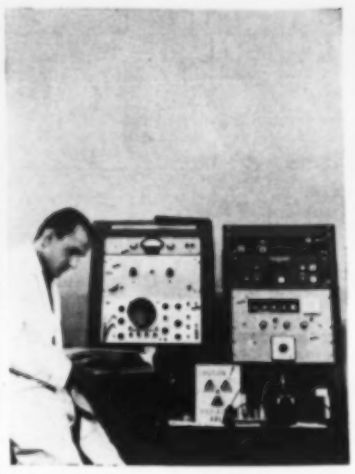
. . . in the insert on pages 105 and 106 of this issue

A *new* sales opportunity in the Greater Philadelphia market: The Sunday Bulletin Magazine— locally edited and printed in colorful gravure

In Philadelphia nearly everybody reads The Bulletin

Member of
Metropolitan Sunday Newspapers, Inc.

Member of Million Market Newspapers, Inc.



What values help sell McGraw-Hill publications?

To put it in the simplest terms possible, our editorial content must be of real use to the reader. Unless it matches his job interests . . . helps him solve the day-to-day problems he meets . . . it will not compel his continued attention.

Once he reaches a point where he doesn't particularly want to read a publication, he won't want to pay for it any longer, nor does he want to receive it.

Because we insist on selling our editorial services to subscribers, people sometimes question whether it doesn't cost more to do this than to give subscriptions away.

For some publications it may be true that selling costs could exceed subscription revenues for a limited period of time, particularly if a large volume of new subscriptions are involved. However, the economics of paid circulation are not based solely on the cost of selling new subscriptions, but on the lower cost of renewals as well.

Over the past ten years, McGraw-Hill publications have collected more than $45,000,000 in subscription fees. The total cost for the sale and collection of these subscriptions came to just over $39,675,000. This left us a subscription sales margin of about $5,325,000, *plus* the valuable privilege of mailing under second class postage rates.

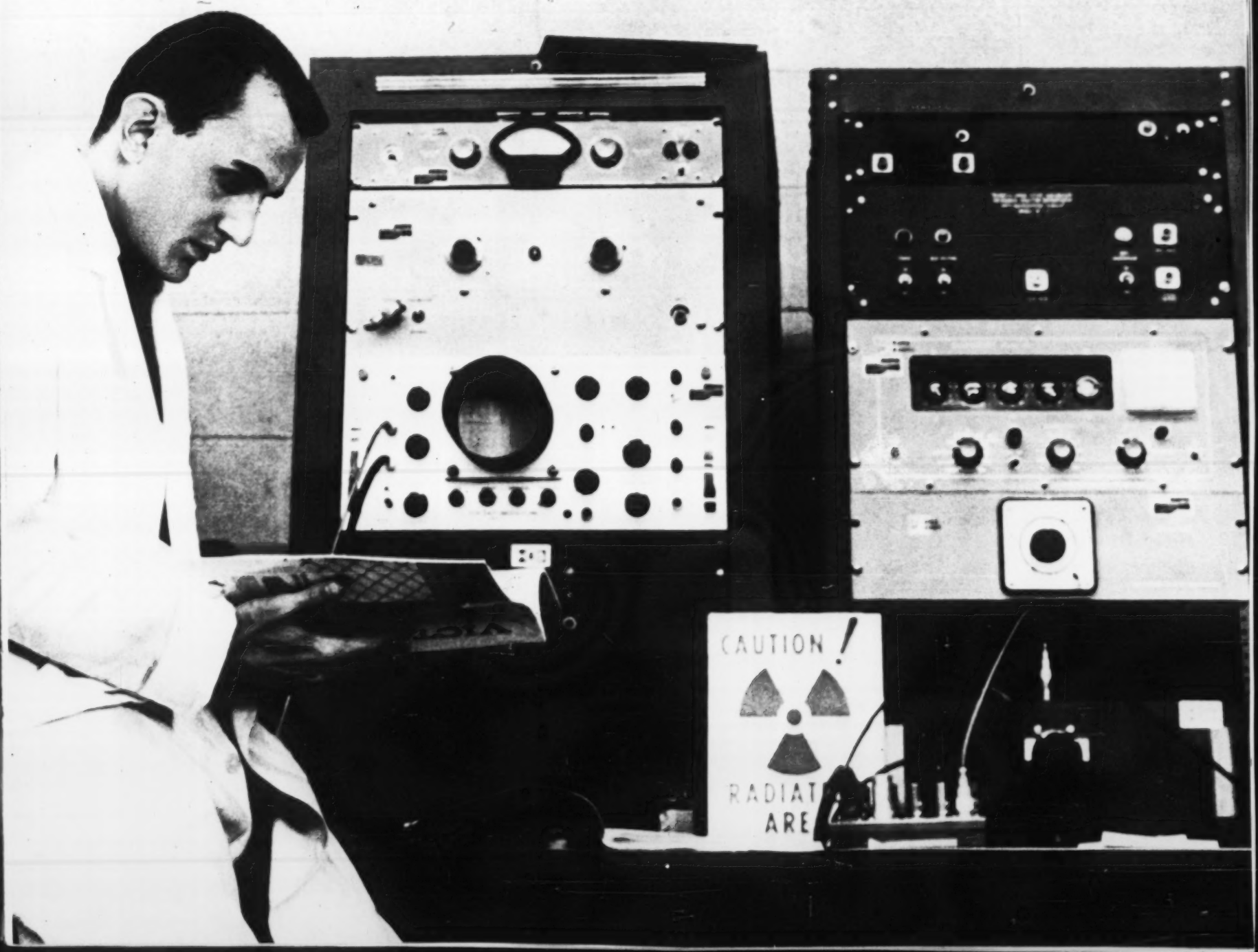
In essence, our paid subscribers share in the cost of our publishing operation. But more than that, their payment is a tangible indication of the values they place on our publications, and of their intent to read them. We believe that this is the sort of evidence that counts with advertisers and their agencies. The men you want to reach are literally paying to reach you when they subscribe to McGraw-Hill publications.

McGraw-Hill PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

More than a million key men in business and industry pay to read McGraw-Hill publications

A product can only be sold successfully in proportion to the value it provides. McGraw-Hill publications are selected and bought by over a million key men in business and industry who want the best in editorial service.



Now... BUY A KING SIZE MARKET!
ONE LOW RATE BUYS BOTH
TWO SEPARATE NEWSPAPERS
THE EL PASO MARKET
1961 Population – 712,058
One of the Fastest Growing areas in the United States
WITH AN EFFECTIVE BUYING INCOME OF $1,293,598,000
A MUST buy on any Advertising Schedule
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,206
EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST

Fine Arts Radio Rep Bows

Fine Arts Radio Representatives, New York, a new company, is entering the station representation business, specializing in am and fm classical music and fine arts stations. James F. Brown, vp and general manager of Fine Arts Broadcasting Co., operator of KFLM and KFLM-FM, Denver, who is vp of the new company, said it will open offices in New York, Chicago, Detroit, Los Angeles and San Francisco. First stations on the list will be KFLM and KFLM-FM, Denver, now handled by Gill-Perna.

McCann Names Jeanne Cronin

Jeanne Cronin, copy group head of McCann-Erickson, San Francisco, has been named director of women's service. She will retain her current duties, and in addition will be available for consultation and contact work with clients, and for new business presentations.

Sell Top Execs on Business Paper Use, ABP Seminar Told

CHICAGO, Sept. 19—"You gotta get upstairs" was the theme running through Associated Business Publications' "sales how" semipars, held in Chicago, Cleveland and New York this week.

The problem of "getting upstairs" —presenting a publication's sales story to top management—was discussed by a number of speakers.

■ Maynard Reuter, publisher of *Amusement Business* and chairman of ABP's sales development committee, said much of his committee's effort this year will be directed to presenting the business paper story to business leaders.

The business press will be competing more than ever before with consumer media, he told the Chicago seminar, "but we can improve our share if we can show that our advertising pays off.

"Our key theme will be advertising effectiveness," he said. "We will attempt to show that advertising in business papers is read with deliberate intent and concentration."

About $66,000 of the committee's $120,000 budget will go for paid space advertising, he said. A sound film presentation is in preparation, and a booklet, "The Working Press at Work"—a compilation of 162 business paper success stories—is being readied for distribution.

"We feel advertisers will increase their business paper budgets in direct ratio to our ability to take the gamble out of business paper advertising," Mr. Reuter said.

■ The importance of reaching top management with sales presentations was emphasized by John Caldwell, vp-marketing of *Sales Management*.

"When you do have the opportunity to go upstairs," he said, "avoid the short, competitive strokes. Talk about the market and your publication's role in reaching that market. Sell the role of advertising, and the function of business publications as an aid in marketing.

"These people eagerly want to be sold," he said. #

Vandertill Joins Jepson

Louis C. Vandertill, former vp-appliance sales of Motor Wheel Corp., Lansing, Mich., has joined Jepson-Murray Advertising, Lansing, as advertising and sales promotion consultant in northern Michigan. He has opened offices in Gaylord.

'Data Processing' Hikes Rates

Data Processing, Detroit, will raise its guaranteed circulation base from 10,000 to 20,000, beginning with the January, 1962, issue, and has increased its rates. The one-time, b&w page rate will go from $475 to $850.

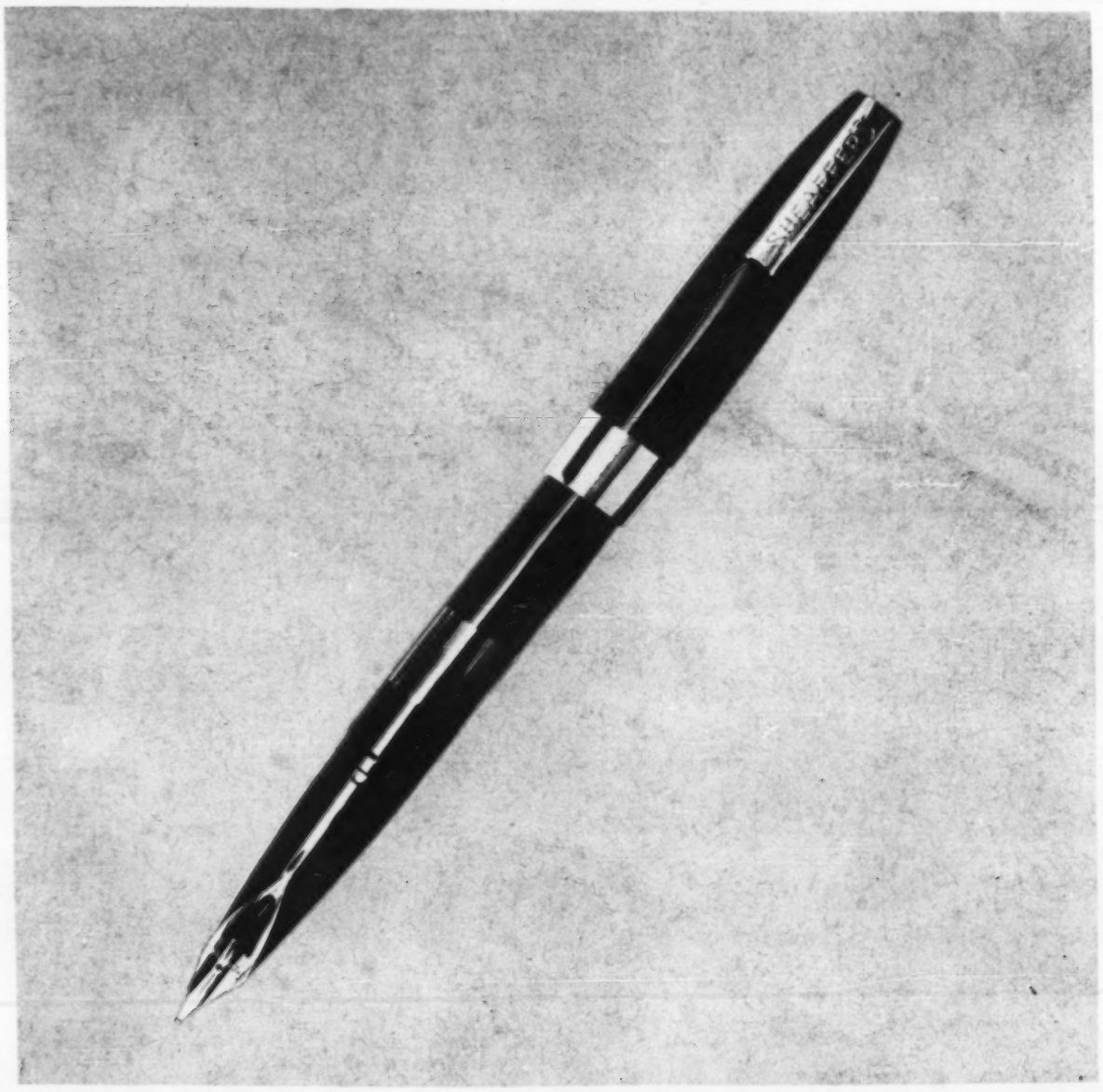


Photo courtesy of W. A. Sheaffer Pen Co., an A&SP advertiser since April, 1960

When is a product a premium?

The number of nationally-known products available as premiums and prizes keeps growing from year to year. Perhaps this is a market you've given some thought to for a product made by your company or by a client.

The benefits are several. The market for incentive merchandise is large—and growing. By itself, it offers an opportunity for a handsome volume of new business. In addition, it almost always means bonus advertising for your product, being featured in the user's magazine space, television and radio time, in newspapers, point-of-purchase advertising and direct mail.

A&SP's unparalleled coverage of sales promotion, advertising and merchandising executives (the idea people who create merchandising ideas, pick premium offers), in combination with monthly departmental editorial features on premiums, prizes and specialties, has helped many companies develop their share of the premium market. Perhaps A&SP can help you or your client.

A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS

ПЕРВЫЙ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

ПЕРВЫЙ means First in Russian

Chemical crisis in Latin America?

The stakes are high in Latin America... for the Free World, the United States and the Chemical Process Industries. Discontent, fanned to fever pitch by the Communists from Cuba to Chile, could erupt in riots, revolution and Red dominance ...and a major chemical market would go up in smoke.

"*For the U. S. chemical industry,*" *says* CHEMICAL WEEK, "*this could be a deadly serious matter. Our chemical exports to Latin America totaled almost $400 million last year. And in the last three years, U. S. chemical producers invested some $178 million there.... By 1975, chemical consumption is forecast at $8.2 billion, with 89% from export.*"

Thus, without pulling punches, begins a recent CW "Special Report" to CPI management men... the brand of realistic, rich-in-depth reporting they've long since come to count on from this unique newsweekly. And with it, literally local coverage on a global basis... wherever newsbreaks affect CPI policies, plants, products, people – and *profits!*

Few advertising executives have time to read the publications their customers and prospects read. And often they're not particularly inviting. Not so CHEMICAL WEEK! Pick up a copy and see. As a management man yourself, you'll sense its consequence, appreciate its alertness, relish its sheer readability. These assets, plus its completeness and absolute authority, have made it "*Industry Spokesman for CPI-Management.*" What other salesman, personal or print, carries such credentials for taking your goods and services to the top of the market?

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper

Take Lead in Efforts to Alter 'Anachronistic' Commission System, Jontry Urges Agencies

St. Louis, Sept. 19—The advertising director of *Esquire* charged here last week that the 15% agency commission is "an anachronism" that is actually detrimental to shops seeking a "fair price" for their services.

Jerry Jontry, a vp of the magazine, told the Women's Advertising Club that the 15% setup amounted to "a 'broker's fee' which made some sense when a handful of magazines were about the only national media around." Today, he said, 15% is not a commission for exclusive representation as the word "commission" is known in business.

"Many agencies report they cannot make a fair profit on 15%," he said, "because they not only create business for magazines but also develop business for radio, newspapers, billboards, football programs and the bingo card games of the client's church."

■ Mr. Jontry said agencies depend on media to set rate increases as costs mount, "but does such a system cover all the contingencies of increased costs for an agency that deals in talent and services?" He said an advertiser could "seldom" get these things for 15% of his ad bill.

"If agencies are hanging onto the 15% system because it provides a convenient, uniform platform on which to start basing their charges —aren't they, in effect, also saying there is only one level of quality among all agencies?" asked the *Esquire* ad boss. "If one agency can do a better job than another, isn't that agency worth more to a certain advertiser? Why shouldn't agencies charge accordingly, instead of all saying in effect, 'We'll do it for you at the same price as everyone else'? I don't think they do in practice—nor should they," Mr. Jontry asserted.

■ "Would an advertiser tend to spend less money to move his product if the agency didn't have the 15% commission? I doubt it," he said. He also wondered if the 15% meant that "costs of an agency are the same on every account, even though the requirements may differ."

He predicted a change in the system, but said "agencies will have to make the first move whereby media simply bill at the net rate and the agency works out its own fair charge for its services to the advertiser on which it can make a fair profit."

A "strong agency group such as the Four A's could do it," he said, "just as they standardized insertion order forms and other procedures."

■ Mr. Jontry also scored clients for stifling agencies' creative efforts.

"Part of the blame for conformity should be put on those who pay for or okay the ads," he said, "and not always on the creative people. It seems to me that those who okay ads are afraid to try something new, and inclined to play it safe with an ad that someone else had success with."

Admen tend to think alike, produce look-alike magazine and tv fare, and even dress alike, he said.

He termed admen's regard of July and August as bad months for advertising a "myth." People go right on eating and drinking in these months—and buying, too, he pointed out.

"Think what a howl would go up if magazines ran the same features —repeats—in their summer issues, the way tv runs repeat programs during what is believed to be the summer slump," he said. #

Davidson Promotes Wolking

Joseph A. Wolking has been appointed promotion manager of Davidson Publishing Co. and Ojibway Press, Duluth. Mr. Wolking has been a copywriter in Davidson's promotion department since 1958.

WTRF-TV STORY BOARD

"WATCH, man!"

WATCHing! This was overheard: "Watching TV I discovered that the cigaret I've been smoking doesn't even have it in the middle."

WATCH wtrf-tv

WATCH it! Cy Ackermann said it! . . . "Not only is the cost of living higher —some of it isn't fit to drink!"

WATCH Wheeling

WATCH out! A landlubber went to the East Coast for skindiving outfitted with the newest gear: rubber suit, depth gauge, flippers, waterproof watch, sling gun, AquaLung, mask, etc etc—even a blackboard and special chalk for underwater communication with other divers. After twenty minutes of discovering the strange wonderful underwater world, he looked up and saw a swimmer clad in nothing but bathing trunks. Puzzled, then infuriated, the diver pulled out his blackboard and wrote: "What gives? Spent $450 for special gear. You here with nothing?" Whereupon the other man took the chalk and scrawled rapidly: "Stupid, I'm drowning!"

WATCH Seven

WATCH 'em! If you don't think peanuts are fattening, just look at some of the elephants who love eating them.

WATCH wtrf-tv

WATCHA say? Seen the Grand Canyon? It's gorges! . . .

WATCH Wheeling

WATCHfull If you want to say something in the average American home today you have to go through channels.

WATCH Seven

WATCHing channel seven is a habit with the folks around here and our rep, George P. Hollingbery, will be glad to give you the details. Pull in the watching Wheeling-Steubenville TV audience from WTRF-TV in Wheeling.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Our Annual Fall

There's a big difference between advice and

That's why the plant engineer is one of the

He is an authority. Just what does a plant

Do others get into the buying act? Sure!

after the committee packs up and goes home,

plant engineer. When he goes home he's often

Petersen Sees Gross Profits Up as Books Combine

LOS ANGELES, Sept. 19—A leading western publisher of special-interest consumer magazines aims to chalk up its alltime high in gross revenue in 1961.

A second half high, with gross profits up more than 50%, promises to offset a first-half slack period, Robert E. Petersen, president of Petersen Publishing Co., reports. Gross profit for the year will be up more than 40%, he predicts.

Petersen, which aims to pinpoint the young male market, will combine four publications into two late this year in an effort to retain newsstand leadership in their fields. *Sports Car Graphic* will be combined with *Motor Life*, and *Car Craft* will merge with *Kart*.

Petersen also publishes *Hot Rod*, *'Teen* and *Guns & Ammo*. #

'Whiplash' Adds Sponsor; Now Sold in 98 Markets

Consumer Cooperative Assn., Kansas City, will sponsor "Whiplash," the new Independent Television Corp. film series, in 11 midwestern markets. The company will carry the show in Sioux City, Ames-Des Moines and Ft. Dodge, Ia.; Topeka, Great Bend, and Wichita-Hutchinson, Kan.; St. Joseph, Mo.; Lincoln, and Kearney-Hastings, Neb.; and Sioux Falls and Rapid City, S. D. Potts-Woodbury is the agency.

With this sale, "Whiplash," has been scheduled for nearly 100 markets. Advertisers already set for the program include Miles, P&G, Chevrolet and Humpty Dumpty Super Markets.

UNMASKED—*Elgin National Watch Co. has scheduled this b&w page for November issues of Life and Look, telling consumers that while the real Lord Elgin is spending Christmas in Britain, the Lord Elgin watch is available here.*

Sales Message:

authority. Authority carries a bigger price tag.

more respected members of the industrial community.

engineer do? Simple. He plans, he decides, he buys.

Who are they? Everybody (just read your mail). But

the man who makes the decision is usually the

accompanied by a copy of . . . . . .

HAVE YOU AN ADVERTISING OR PUBLIC RELATIONS PROBLEM?

YOURS

CUSTOM PUBLISHING

FREE!

Case Histories of Successful Advertising and Public Relations Pieces! Learn how some of America's largest companies solved some of their advertising and public relations problems through the use of Prentice-Hall's Special Publications. Hand tailored to stand on their own, or to fit into larger campaigns, booklets by the Special Publications Division can help YOU with your specific problems.

For your FREE copy, write:

PRENTICE-HALL
Special Publications Division
Department AA-1, Englewood Cliffs, N. J.

SCORE **TWICE** WITH ONE PITCH!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 43-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

NEW PACKAGES—*Lever Bros. Ltd., Toronto, plans eventually to have four different packs for its New Fashion Lux soap powder, each package carrying a large illustration of a Canadian model wearing a Canadian-made sweater. This first package, with lavender perfume, was introduced last May. A second pack is being introduced currently and two more are due. J. Walter Thompson Co., the agency, originated and helped develop the new packages.*

Information for Advertisers

"Data File AA-16," a quick reference magazine circulation statistics file for automotive after-market advertisers, has been published by **Hanson & Stevens Inc.**, 205 W. Wacker Dr., Chicago 6. Total circulation, trade division reached, page rate and cost per thousand based on this rate for publications in 18 classifications of the automotive after-market are included in the reference file.

• **Keystone Broadcasting System,** 111 W. Washington St., Chicago, has published a report on the Negro population and growth during the past decade, based on state-by-state material developed by the U.S. Department of Commerce in its 1960 Bureau of Census survey.

• "29th Annual Edition of the Lilly Digest," 1960 edition, covering the operations of retail pharmacies, has been published by **Eli Lilly & Co.**, Indianapolis 6.

• "Plaza Type Shopping Centers in Metropolitan Chicago," an 80-page report detailing the growth of plaza type shopping centers in the Chicago metropolitan area, including names of all stores currently leasing space in each center, together with details on auto parking space, construction costs, current status, number of stores planned and retail selling space in each center, has been published by the **Chicago Tribune,** Chicago. #

CKLW Appoints Ritchie

Campbell Ritchie, formerly director of operation of CKLW and CKLW-TV, Windsor-Detroit, has been named acting general manager of both stations. He replaces the late J. E. Campeau.

Hollands to Triangle Stations

Dick T. Hollands, previously with National Broadcasting Co., has joined the New York sales office of the Triangle Stations, Philadelphia.

IN LOS ANGELES, **TAKE THE abc TRAIN**

On the move. That's Los Angeles. And anticipating the changing tastes of this huge metropolitan area is a big job... a job for a station like KABC-TV. ABC's Flagship in the West is getting the job done with aggressive programming, imagination and flexibility.

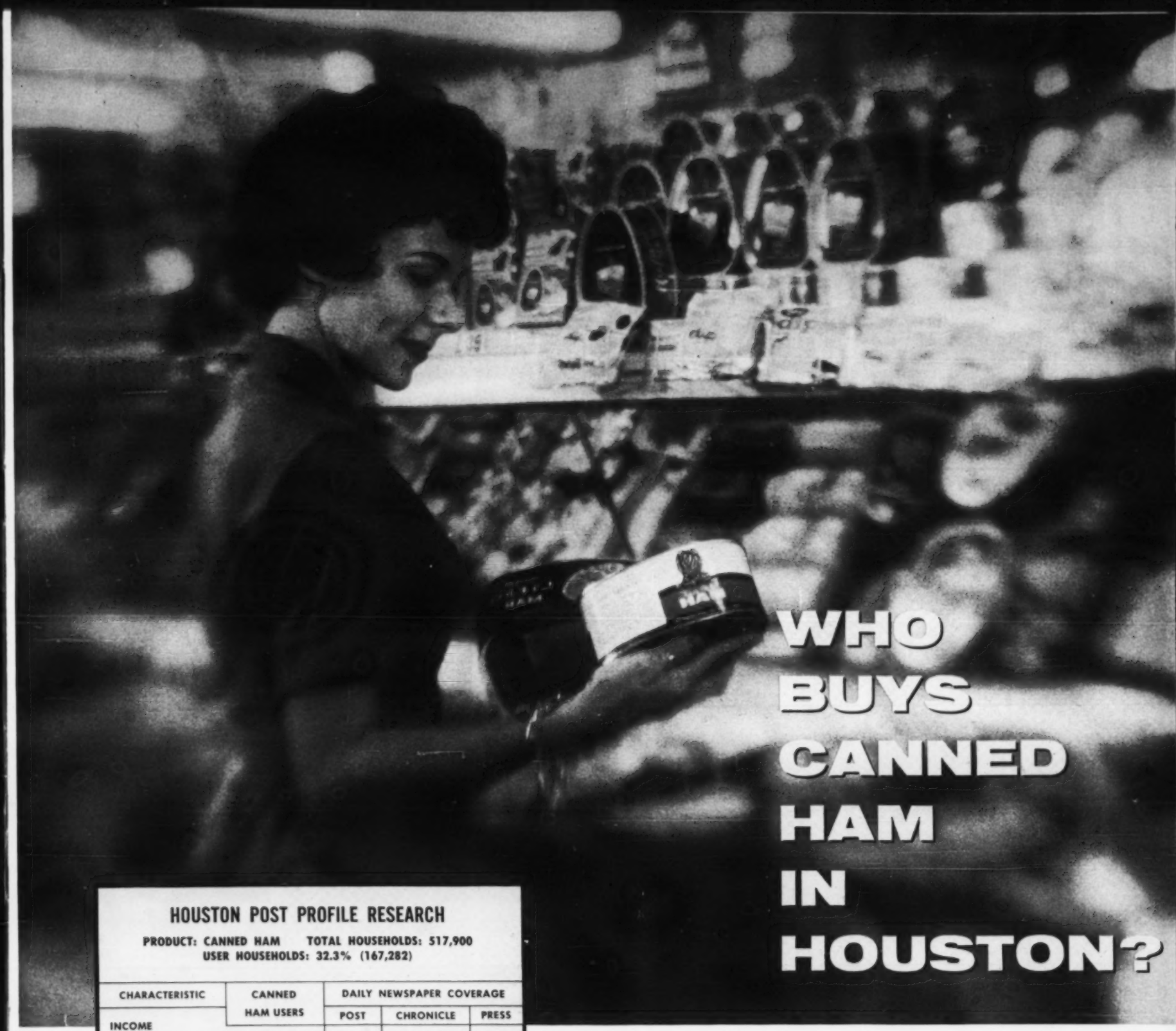
GO FIRST CLASS ON...
7 **KABC-TV**
Owned and Operated by American Broadcasting-Paramount Theatres, Inc.
Represented by ABC-TV National Station Sales, Inc.

50%
MORE READERS
for your highway signs

"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT®
BRAND
REFLECTIVE LIQUID
Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.



WHO BUYS CANNED HAM IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: CANNED HAM TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 32.3% (167,282)

CHARACTERISTIC	CANNED HAM USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	17.1%	21%	23%	14%
$3000 - $4999	27.3	32	34	19
$5000 - $6999	41.0	45	39	22
$7000 or more	47.2	59	47	17
AGE (Head of Household)				
Less than 35	26.5%	37%	36%	14%
35 to 50	41.8	39	34	20
50 or more	26.7	36	37	20
FAMILY SIZE				
1 or 2	29.0%	36%	36%	17%
3 or 4	36.5	41	37	20
5 or more	29.1	35	33	18
OCCUPATION				
White Collar	42.3%	49%	42%	20%
Blue Collar, Skilled	32.0	35	35	22
Unskilled & Farm	18.3	28	27	9
Other	29.3	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

More than 32% of the 517,900 families who make up the Houston market buy canned ham . . . and to people who put up pork that's a peck of pig.

But stupendous statistics alone are only the beginning of a marketing story.

The real meat comes out when you search behind the numbers and find the distinguishing characteristics of the market for a particular product and brand.

And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells pork packers that Houston people who purchase canned ham, for example, tend to have higher incomes, are in the middle age brackets, support medium sized families and hold white collar jobs.

It also tells pork producers that the same characteristics that apply to canned ham buyers apply to readers of THE HOUSTON POST.

Whether you're selling canned ham or home permanents, rice or razor blades, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

Montana NEWSPAPER Group

DELIVERS 3/4 MONTANA at big discount savings!

Only 63c a line (78c bought individually) puts your ad in this prime market area. A great "package buy" . . . with frequency and bulk discounts available now.

164 Advertisers have proved it profitable!

Ask Jann & Kelley, Inc.
National Representatives

Brown & Haley Shifts to Magazines, Dailies for Almond Roca Push

TACOMA, Sept. 20—Brown & Haley, manufacturer of fine candies, has scheduled a concentrated 90-day holiday promotion for its Almond Roca and chocolate assortment in western print media.

The campaign, to run through the holiday season and climax the week before Christmas, is the heaviest promotion undertaken by the firm.

The promotion uses western editions of *Reader's Digest* and *The Saturday Evening Post;* color roto sections in the *Los Angeles Times, San Francisco Chronicle* and *Seattle Times;* and two-color 1,000-line line ads in 41 dailies in California, Oregon, Washington, Idaho and Montana.

In earlier years, Brown & Haley has been a heavy user of outdoor. The shift to print media was made this year, ADVERTISING AGE was told, to permit the company to tell a little longer copy story.

Pink, Pretty & Perfectly Delicious!
Two of the nicest things you can open on Christmas Day come from the same candy kitchen
World-famous Almond Roca and Brown & Haley Fine Chocolates
Surprise your friends or family with these tempting confections always fresh always welcome.
As the man says, Brown & Haley makes 'em daily.
Merry Christmas.

SHIFT TO PRINT—*Brown & Haley's holiday promotion, heaviest in confectioner's history, will use two-color 1,000-line ads in 41 West Coast dailies.*

■ The campaign opens with a four-color page in October *Reader's Digest* in editorial style headlined, "The candy 'too good to keep'." The ad tells of Brown & Haley's origination of its premium confection, Almond Roca in 1923, explaining why it has to be packed in a hermetically sealed tin.

So fresh we might have made it Christmas morn
Wrapped in foil, locked in its tin, Almond Roca carries your Christmas greetings safely, exposes them superbly. For gifts, for guests, there is no candy quite like it, no candy that everyone likes quite so well.
ALMOND ROCA
Made for 38 Christmases by Brown & Haley, Tacoma, Washington

DIGEST KICKOFF—*Brown & Haley's Almond Roca will be featured in this 4-color ad in October Reader's Digest western edition.*

The November *Digest* will carry a color page with emphasis on the Almond Roca package and the headline, "Candy so good we lock it up tight." The final *Digest* ad, in December, shows the candy and carries the headline: "So fresh we might have made it Christmas morn." The *Post* schedule calls for a color page Dec. 16.

Roto sections carry pages Nov. 19, Dec. 3, and Dec. 17. Two-color newspaper ads are scheduled on a staggered basis between Oct. 10 and Dec. 20. The newspaper series will promote both Almond Roca and B&H fancy chocolates.

As part of the promotion, the Almond Roca package has been redesigned to give greater emphasis to the brand name, and the package design for fancy chocolates has been tied in more closely with that for Almond Roca.

■ Brown & Haley is offering retailers an Almond Roca display piece simulating a grandfather clock.

The agency is Miller, Mackay, Hoeck & Hartung, Seattle. #

DENSITY

Compact, close, crowded . . . Providence,
the "Must Buy" market . . . where fresh sales impact springs from the coverage dominance of WJAR-TV. Programmed to penetrate, WJAR-TV reaches more homes, more people, in the most compact, close, crowded market in the country with a showmanship that translates advertising into sales for coverage conscious sponsors.

ARB 1960 TV Homes

WJAR-TV

NBC · ABC
Represented by
Edward Petry & Co. Inc.

THE CHICAGO TRIBUNE REACHES *your kind** OF PEOPLE

If you're selling new cars, consider the two kinds of people in a market. Those who buy. And those who don't, can't or won't.

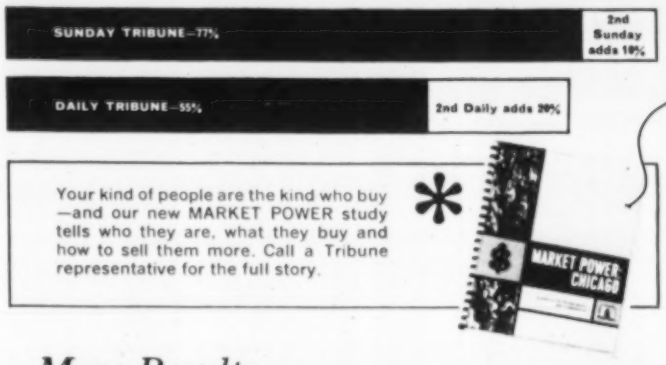
Your problem is how to reach more of your kind—the buyers. And in Chicago, that's easy. Most of them read the Tribune.

In city and suburban households, 77% of all new car buyers read the Sunday Tribune; 55% read the Daily Tribune.

Now maybe you sell carpets, condiments or color TV sets instead of cars. It makes little difference. The Tribune will deliver a larger audience of actual buyers than any other Chicago newspaper.

To sell more to your kind of people—the people who buy—use the Tribune in Chicago.

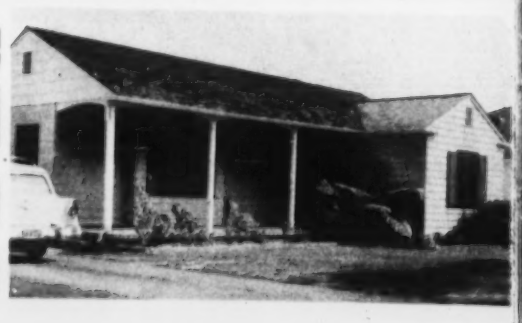
HOUSEHOLD COVERAGE OF NEW CAR BUYERS

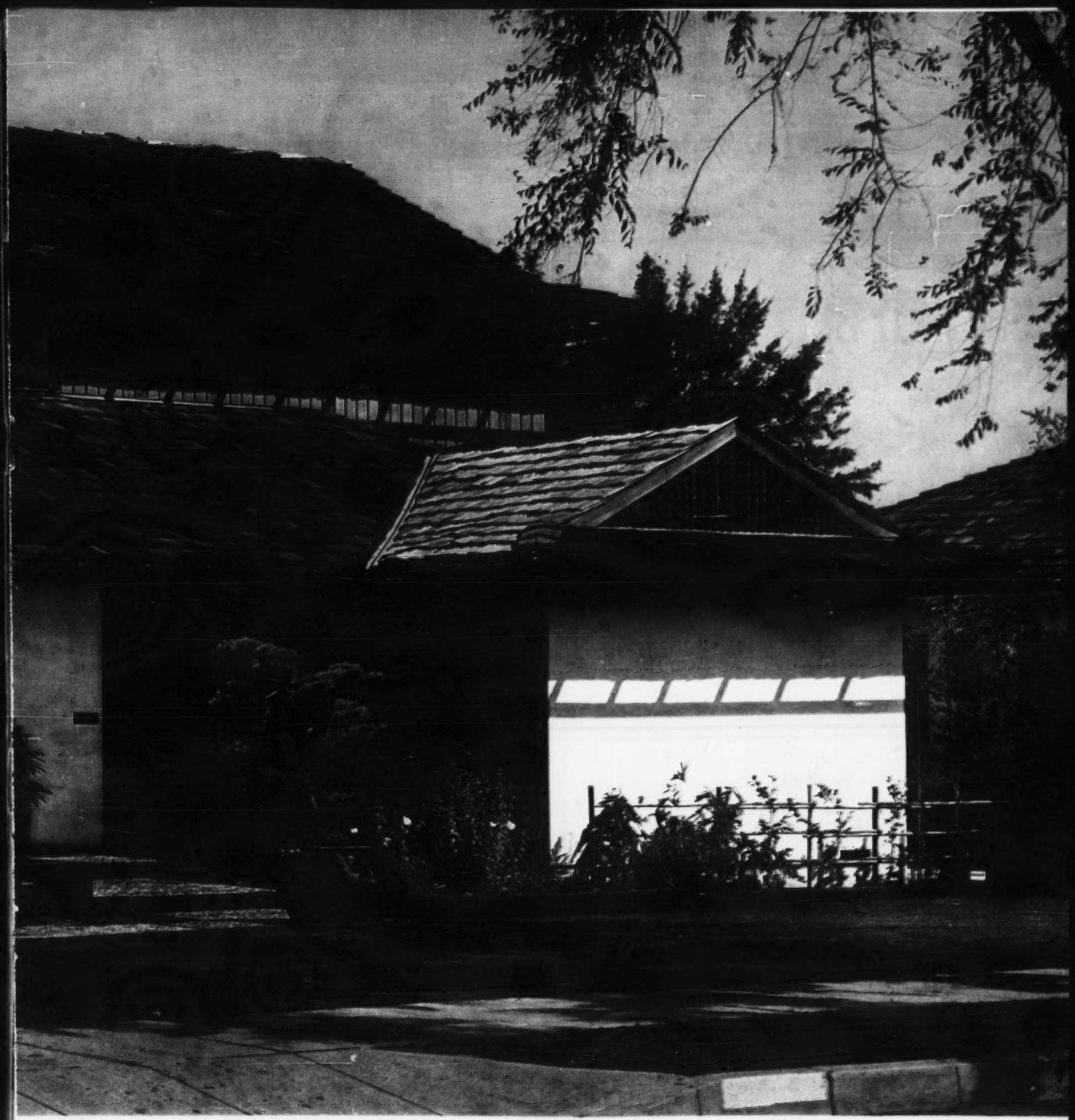

SUNDAY TRIBUNE—77%
2nd Sunday adds 19%
DAILY TRIBUNE—55%
2nd Daily adds 20%
Your kind of people are the kind who buy —and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.
*
MARKET POWER CHICAGO

More Readers...More Buyers...More Results

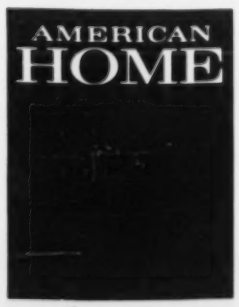
THE TRIBUNE GETS 'EM IN CHICAGO!

the remodeled american home





Step right into the remodeled American Home. It's custom-built to fit the changing tastes and needs of today's home-minded families. The new American Home is every bit as imaginative as this exciting transformation shown in a recent issue. It's the perfect example of what a home service magazine should be. No fiction. No foreign affairs. No flight to unattainable worlds. Nothing to divert attention from its one and only purpose: to show how to get more comfort, convenience and enjoyment from the home. In fact, American Home now devotes more pages to home service (building, decorating, gardening and food) than any other mass magazine. Our 3,750,000 families wouldn't have it any other way. Neither would our advertisers.



THE MOST EXCITING THING THAT'S EVER HAPPENED TO HOME SERVICE MAGAZINES

Szarko, Olen Advertising Split

J. C. Szarko Organization, Los Angeles and David Olen Advertising, Hollywood, have terminated their recent merger agreement, and Mr. Szarko, formerly public relations director of the agency, has re-established his consumer and industrial public relations-publicity company, with offices at 2372 Overland Ave., retaining all accounts brought into the Olen shop.

Bishop & Associates Opens

William L. Bishop & Associates, outdoor advertising representative, has opened with offices at 360 N. Michigan Ave., Chicago. The new company will represent independent outdoor companies in Chicago, St. Louis and Milwaukee. Mr. Bishop was formerly account executive of Naegele Outdoor Advertising Co. of Wisconsin, Milwaukee.

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
441 Lexington Ave. New York 17, N. Y.
"DESCRIPTIVE BOOKLET ON REQUEST"

Don't Expect Your Agency to Overcome Product Sameness: Lippincott & Margulies

NEW YORK, Sept. 19—Advertising agencies shouldn't always be blamed for sagging sales. Instead, the client's inconsistent marketing plan should take the rap, according to the current issue of "Design Sense," published by Lippincott & Margulies, industrial design and marketing consultant.

Lippincott & Margulies complained that many companies leave it to the agency to give uniqueness to a product where none exists. This situation results in deception, which "frequently comes about as a result of the fact that clients do not have anything legitimate and unique to say about their brands and services.

"The real source of deception in advertising," the article continued, "is our over-productive, over-competitive economy, which is capable of producing more goods than can possibly be sold."

The company said markets are glutted with similar brands, which manufacturers expect advertising to differentiate. "But the ad agency's job is not to originate product difference, but to communicate it."

■ When sales decline, instead of switching agencies, advertisers might well ask themselves some questions, the designer advised. "Is it the ads, or a lack of consistency in the company's marketing plan, that is to blame? Does the fault lie in the company's failure to communicate in every way what it communicates in ads? Does the company have anything for its agency to communicate—anything different or original?"

Advertising that disrupts the "marketing continuum" is often ineffective, such as ads that fail to make use of the package or the product itself, the article said. In a study of 200 ads in seven consumer magazines, a Lippincott & Margulies panel found that cosmetic ads generally are ranked "poor" from the standpoint of package recognition; that food ads range from "excellent" to "poor"; that beer ads generally are rated "good," and that the best of all are cigaret ads, "which consistently establish instantaneous recognition of packages."

In a similar review of corporate ads, to decide whether the name of the company was featured prominently enough, 10% of 150 ads studied were judged excellent, 42% were rated adequate, 32% fair and 16% poor.

The designer predicted that the company of the future would have a director of communications, reponsible for design, marketing, advertising and public relations, and that marketing consultant companies will be called in to clarify marketing strategy. #

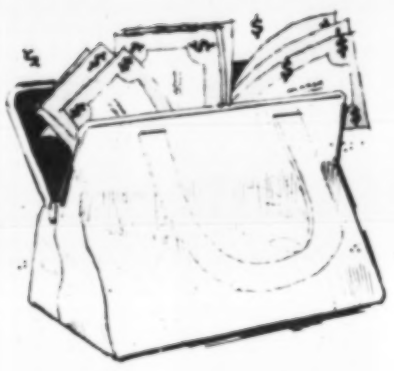
3M to Sponsor Music Shows

The magnetic tape division of Minnesota Mining & Mfg. Co., St. Paul, will sponsor the Philadelphia Orchestra concerts for the 1961-'62 season on WQXR and WQXR-FM, New York. The transcribed series has been offered for syndicated sales since last year and is now carried in Philadelphia, Chicago, Detroit and, through USIA, overseas.

Evans Adds WOKY Post

Rosa B. Evans has been appointed general manager of WOKY, Milwaukee, member of Bartell Broadcasting Corp., New York. Mrs. Evans also is a vp of Bartell Broadcasting.

OPENED BEFORE CHRISTMAS



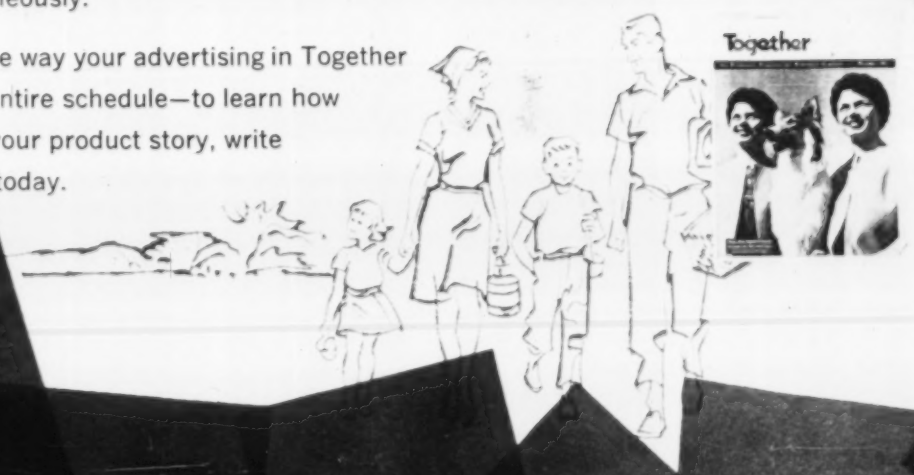
When Town & Country Shopping Center opened recently, South Bend area shoppers poured out their purses. It was like Cristmas in August! And The South Bend Tribune played a big part in the success. James D. Casto, advertising director of this and 24 other midwest centers wrote: *"The acceptance of your great newspaper was reflected in our huge sales figures."* Promote your product with the power of The South Bend Tribune. Write for market data book.

The South Bend Tribune
TEST TOWN U.S.A.
The South Bend, Ind. Market Seven Counties, over One Half Million People
Franklin D. Schurz — Editor and Publisher

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

Together . . . to reinforce your schedule—
an attitude or opinion concerning your product becomes stronger when it is formed, or confirmed through personal associations. Ideas can win greater acceptance when they are presented to all members of a group, simultaneously.

There is a definite way your advertising in Together reinforces your entire schedule—to learn how you can project your product story, write or call Together today.



Together
740 RUSH STREET,
CHICAGO 11, ILL.
The midmonth magazine for Methodist Families

REINFORCEMENT

Advertising Age
FTC Hits Analgesics, Cosmetic, Shoe, Tires
Gas Air Conditioners—Report From the Field
AIR CONDITIONING HEATING & REFRIGERATION NEWS
Promoting Industry Products, Greater Profit To Be Objectives of An Program for 1961
DUNHAM-BUSH NOW OFFERS 15 SIZES...

at this moment you are demonstrating

THE VITALITY OF A WEEKLY INDUSTRY NEWSPAPER

There is no other form of communication today that quite equals the terse style of the newspaper. It is pointed, it is crisp, and when all other reading must be pushed aside, the newspaper is there—demanding and receiving attention.

In air conditioning, heating and refrigeration, just as in advertising, the man interested in events and trends while they're still news is naturally the executive with the greatest responsibility and fewest hours to read.

For 34 years, *Air Conditioning, Heating & Refrigeration NEWS*, the industry's only newspaper, has been meeting the needs of such executives in manufacturing, contracting, and all phases of distribution. It serves 22,053* paid subscribers a weekly menu of industry news—as it happens.

It is the one publication with weekly news vitality—aimed solely at the racing pace of the key executive who, in the final analysis, is the man to put the stamp of approval or disapproval on your product. Utilize this vitality for your products—make sure your advertising includes a solid schedule in the industry's only newspaper.

**Average net paid circulation, Dec. 31, 1960 ABC Audit Report. Circulation includes: 12,601 dealer-contractors, distributor contractors, and service and installation contractors; 945 wholesalers; 5,099 manufacturers.*

AIR CONDITIONING
HEATING & REFRIGERATION
NEWS

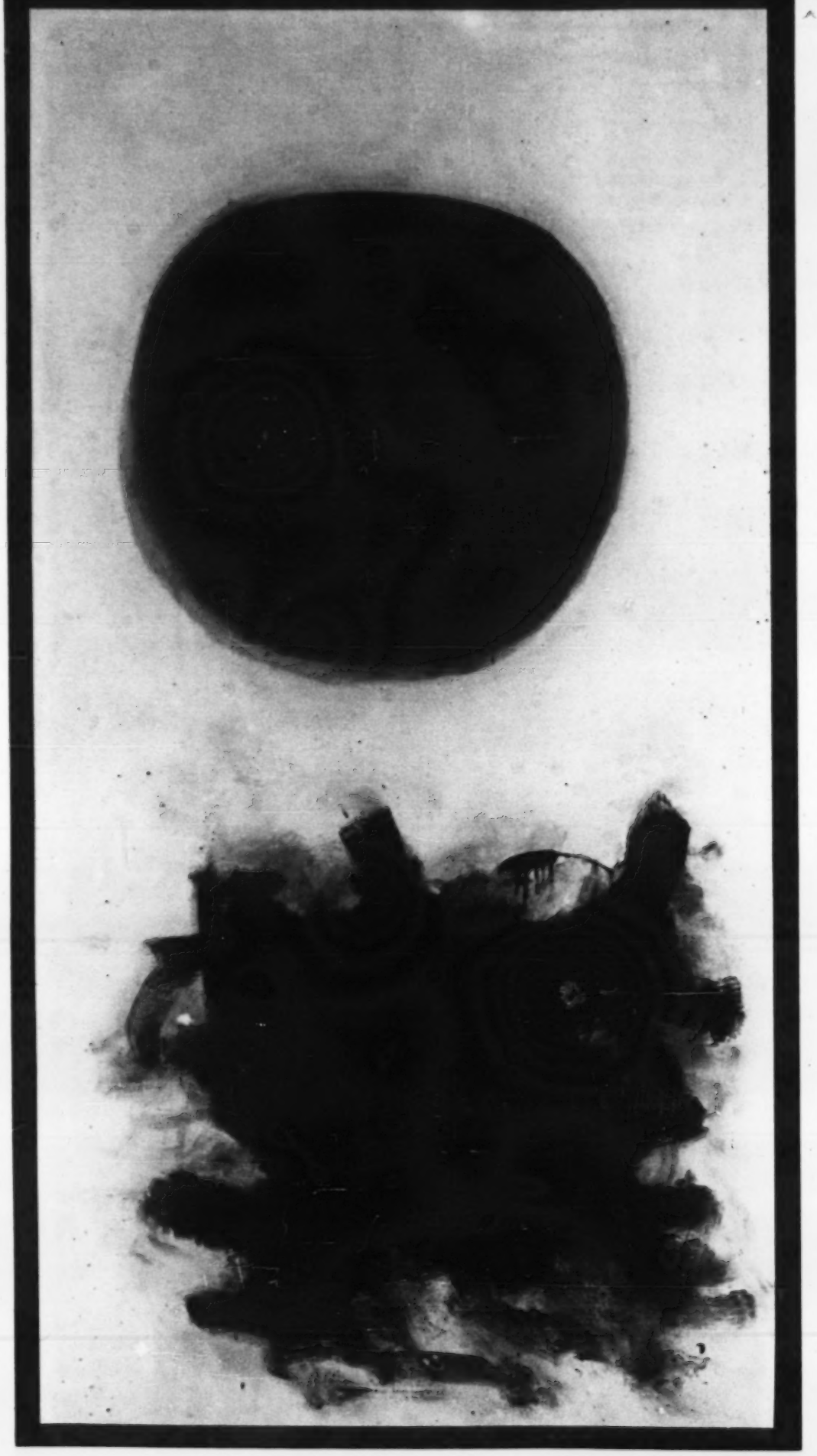
BUSINESS NEWS PUBLISHING COMPANY
450 West Fort Street • Detroit 26, Michigan

NEW YORK
521 Fifth Ave.
MUrray Hill 2-1928-9

CHICAGO
134 S. LaSalle St.
FRanklin 2-8643-4

LOS ANGELES
4710 Crenshaw Blvd.
AXminster 2-9501

DETROIT
450 W. Fort St.
WOodward 2-0924

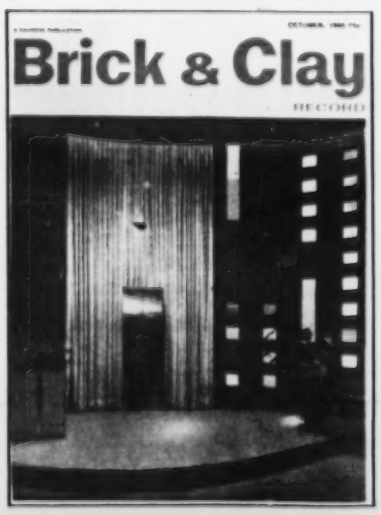


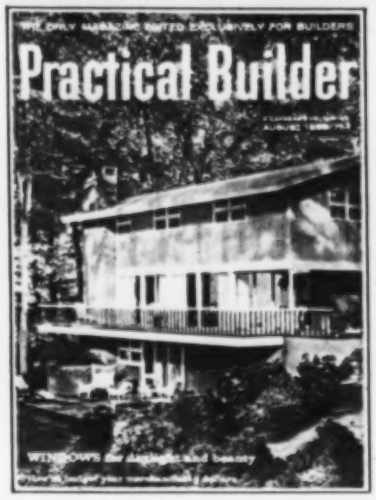
"BLAST 1"

ADOLPH GOTTLIEB (1957)
Oil on canvas, 90⅛" x 45⅛",
Collection, Museum of Modern Art, N. Y.
Philip C. Johnson Fund

G

BUILDING CONSTRUCTION
New products that permit use of new construction techniques 22
New solution to construction problems involving existing materials and equipment 35
New product lines - their advantages and disadvantages 47





ROWTH

CAN BE EXPLOSIVE

The frustrating, but fascinating central fact about growth in business is that it depends on people. Growth depends not so much on creating a "team"—although that's important. But it really depends on management's talent for unleasing in the individual the riches of will and wisdom, of guts and genius, that add up to human dignity.

That's really the problem and pride of the creative business, whether it's an advertising agency or a publishing company.

Murray Lincoln, the great executive, said it well: "To set a man on fire with a desire to do something for himself and his fellow man is a great privilege."

In three years, we have grown to the fourth largest industrial publishing company in the nation. Some of that growth is the product of the times. But the explosive force in our growth comes from a philosophy that a man using his talents at their very best to serve others can meet all of his deepest human needs.

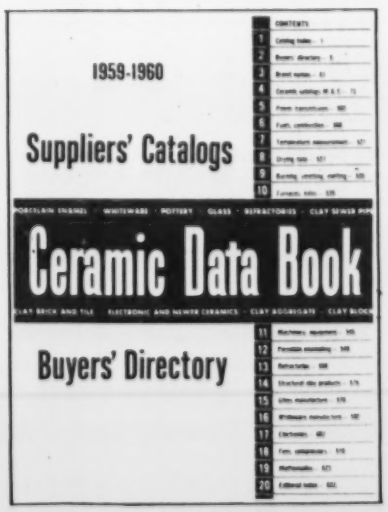
In the common striving for individual excellence, we are producing magazines which are, day by day, reaching out to serve audience and advertisers better and better.

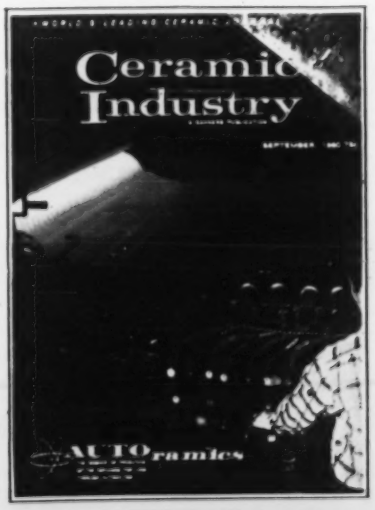
We believe that the Cahners Magazines are seedbeds for more explosive growth by advertisers. See a Cahners salesman today. It's an investment in a bigger tomorrow.

CAHNERS

PUBLISHING

CAHNERS PUBLISHING COMPANY, INC.



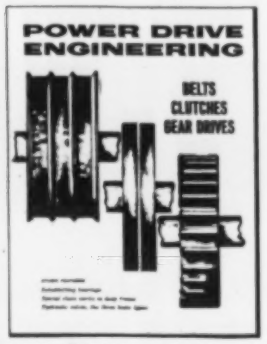


CAHNERS BUILDING,
BOSTON 16,
MASSACHUSETTS

The ONLY magazine that sells the COMPLETE Power Drive Market

MECHANICAL, HYDRAULIC
PNEUMATIC, ELECTRICAL

POWER DRIVE ENGINEERING



BRAKES
BEARINGS
CLUTCHES
MOTORS
BELT DRIVES
CHAIN DRIVES
COUPLINGS
GEAR DRIVES
GEARMOTORS
LUBRICANTS
ELECTRICAL COMPONENTS
HYDRAULIC AND PNEUMATIC COMPONENTS
VARIABLE SPEED DRIVES
UNIVERSAL JOINTS
SPEED REDUCERS
SHAFTS
SEALS

31,000 important reader/buyers:

47% DESIGN ENGINEERS
43% PLANT ENGINEERS
10% CORPORATE OFFICIALS, OTHERS

Advertise in POWER DRIVE ENGINEERING, an affiliate publication of Trans-World Publishing Company, Fenway Hall, Euclid Ave. at East 107th St. Cleveland 6, Ohio.

C-M Names Zschunke, Rolfes

Campbell-Mithun, Minneapolis, has appointed Bob Zschunke assistant director and media department administrative manager and Frank Rolfes supervisor of all time buying. Mr. Zschunke, formerly associate media director for Pillsbury products, joined the agency in 1956, Mr. Rolfes has been in the media department for two years.

Houston Dailies Appoint

William L. Snell Jr. has been appointed assistant advertising director of the *Houston Chronicle*. Mr. Snell is succeeded as retail advertising manager by J. A. Johnston. Harry E. Hayes succeeds Mr. Johnston as retail advertising director of *Houston Post*.

Stowell Joins Borgeson

Lyle Stowell has joined Edwin Borgeson Advertising, Los Angeles, as a principal. At the same time the agency changed its name to Borgeson-Stowell Advertising.

NEW MERCURY—*Announcement ads for the 1962 Mercury will appear in 2,300 daily and weekly newspapers starting in mid-September. Kenyon & Eckhardt is the agency.*

Johnnie Walker Red Label Scotch Gets 'Biggest' Push

NEW YORK, Sept. 19—Beginning with a four-color page in the Oct. 21 issue of *The New Yorker*, Canada Dry Corp. will launch its biggest campaign for Johnnie Walker Red Label scotch.

The company will use its slogan, "You'll be glad you said Johnnie Walker Red," in magazines, newspapers, outdoor and business publications. Color pages in *Ebony*, *Elks Magazine*, *Holiday*, *The New Yorker*, *Time* and *True* will use the "red shadow" technique, a feature of the ads for the past two years.

The brand also will use a weekly schedule in 41 newspapers, plus insertions in 37 business publications.

J. M. Mathes Inc. is the agency.

Foreign Buying Trend Leveling Off, Says 'Purchasing'

Purchasing executives throughout the country indicate that the trend to buying from foreign suppliers appears to be leveling off in U.S. business, according to a survey by Conover-Mast's *Purchasing*.

The magazine reported in its Sept. 11 issue that 30% of respondents said they are now buying items from foreign suppliers that they formerly bought from U.S. producers. This ratio is only slightly up from the 28% reported February, 1960.

'Follow the Sun' Series Bows

"Follow the Sun," dramatic series starring Barry Coe and Brett Halsey, premiered on ABC-TV network Sept. 17, sponsored by Willys Motors, Toledo, in association with other Kaiser Industries Corp. companies. The new show is in the same 7:30 p.m. (EST) time period previously occupied by "Maverick," which continues one hour earlier under Kaiser-Willys sponsorship in the new fall season, thus providing Kaiser-Willys with two continuous hours of network time.

SURE

The Free Press SELLS APPLIANCES

It takes discretionary spending income to buy appliances and Free Press reader families have more discretionary spending income.

The 1960-61 Top Ten Brands Study of America's fifth market reveals that 49% of all Free Press reader families surveyed have incomes of $7,000 or more. And—they're especially susceptible to appliance advertising. 82.5% own their own homes. Too, more families than ever read the Free Press. With 100,000 new reader families since Nov. 6, 1960, Free Press circulation has leaped to a 129-year high—622,242 Sunday and 573,273 daily.

Free Press reader families are responsive!

A 4 col. x 12" ad for TV sets by a local appliance dealer produced $20,000.00 in sales. That's real sales performance!

HERE'S HOW THE FREE PRESS SELLS APPLIANCES!

THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

Money-back guarantee!

HABERULE

Box AA 245, Wilton, Conn.

Biggest Value for 1962

Highest quality at lowest cost

	Lowest per thousand cost	Lowest page cost
"USN&WR"	$5.60	$ 6,720
TIME	$5.69	$15,365
NEWSWEEK	$5.69	$ 8,395

Source: Based on the cost of a page of black and white advertising, Publishers' rate and circulation announcements for 1962.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

For the full and documented facts on current advertising values, call or write our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

DEAN'S ROLLS—*Dean Milk Co., Franklin Park, Ill., launched a campaign for its new miniature sweet rolls with this full color spread in the Sept. 17 issue of the Chicago Sunday Tribune Magazine. Other newspapers and radio spots also will be used.*

Everett to Research Inc.

H. D. Everett, formerly a management consultant with Solar Aircraft Co., has joined Research Inc., San Diego, as a vp.

Dean Milk Drive Launches Frozen Miniature Rolls

FRANKLIN PARK, ILL., Sept. 19—Dean Milk Co. kicked off an ad campaign for its new line of frozen miniature sweet rolls Sept. 17 with a full-color spread in the *Chicago Sunday Tribune Magazine*.

Full color page insertions will run later in the roto sections of other Chicago dailies. A 13-week spot radio push on three Chicago stations—WMAQ, WIND and WGN—started yesterday, with a total of 52 spots scheduled.

Clinton E. Frank Inc. is the agency.

Dean entered the baking field earlier this year when it bought Petifor Bake Shop, Oak Park, Ill. The sweet rolls currently are being sold only in the Chicago area. In addition to the sweet rolls, Dean markets frozen French pastries, apple turnovers and cocktail frank sandwiches. ≡

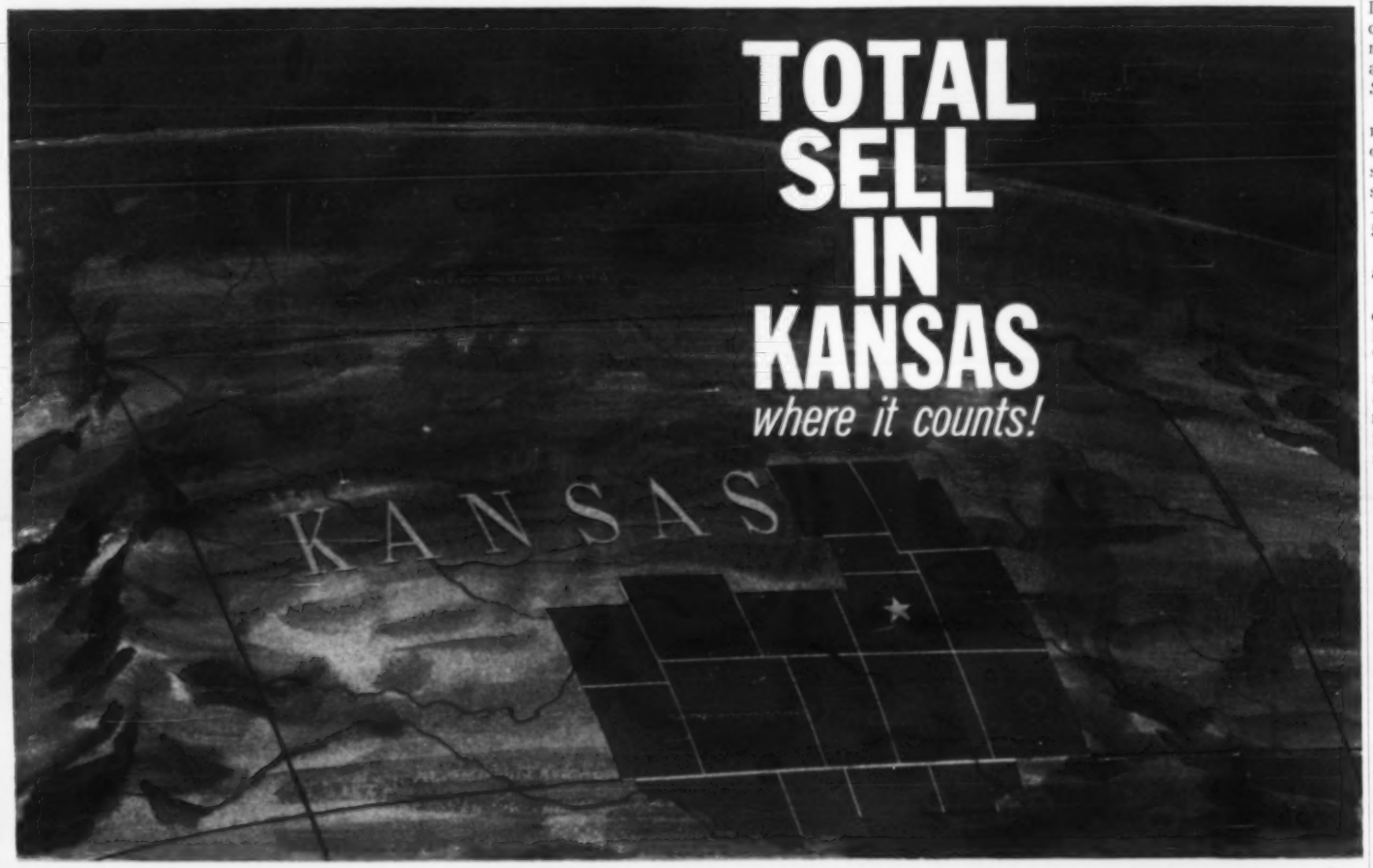
Tunis, Parrish, Brunton Promoted by General Electric

General Electric has promoted three advertising executives. Dabney Tunis has been named manager-advertising and sales promotion of GE's residential market development operation (RMDO), Louisville, and Richard O. Parrish has been selected as specialist—advertising and sales promotion. Mr. Tunis succeeds John F. Hippen, who has been appointed manager-western RMDO region, and Mr. Parrish replaces Wally Ross, who is now the northwestern electric comfort heating specialist for GE's wiring devices department.

Harold Brunton Jr. has been appointed manager-marketing by the GE electronic specialty capacitor section, Irmo, S. C. He succeeds F. R. Flood, who has been named general manager of the company's new battery product section.

Dickinson Joins Clapper

James B. Dickinson has been appointed promotion director of Clapper Publishing Co., Park Ridge, Ill. He formerly was promotion director of *Down Beat*. Clapper also announced that its publication, *Pack-O-Fun*, reached a new circulation high of more than 174,000 during the first six months this year.



Wichita's "One Great Newspaper," The Eagle and Beacon, concentrates in the richest, most active market in Kansas — selling *in Wichita alone*, 53% of the total employed workers in Kansas! But — Eagle and Beacon coverage doesn't stop there! Its *total sell* reaches 21 counties . . . even into Oklahoma! Wichita's solid and diversified pattern of growth is based on agricultural and livestock income, petroleum and chemical production, civilian and military aircraft, defense and industrial construction. We invite your study of the balanced Wichita economy . . . *and* Wichita's "One Great Newspaper"!

ABC RETAIL TRADING ZONE

		% OF KANSAS			% OF KANSAS
Population	673,600	31%	Food	$177,103,000	29%
Households	218,600	32%	Merchandise	$ 84,098,000	34%
Buying Income	$1,239,314,000	32%	Automotive	$176,175,000	33%
Retail Sales	$ 811,660,000	31%	Drugs	$ 29,892,000	32%

Source: Sales Management

CIRCULATION

	DAILY	SUNDAY
Total Paid Circulation	210,048	161,068
ABC City Zone	151,303	88,735
Total City and Retail Zone (21 counties)	193,567	136,194

Source: ABC Publisher's Statement — (3-31-61)

Wichita Eagle and Beacon

STRONGEST SELLING FORCE IN KANSAS!

WITH ONE GREAT NEWS PAPER

A CERTIFIED TEST MARKET

Analyzed by Glendinning Associates, Inc. as an excellent test market from an overall standpoint. Current analysis available on request.

Represented Nationally by:
O'MARA & ORMSBEE, INC.
New York — Chicago —
San Francisco — Los Angeles
Kansas City Representative:
Harold Heneman — Mdse. Mart Bldg.

BIG RUN PRINTING PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N.Y. 1

SELL ON WHEELS

About 90 million wheels. That's what FARM JOURNAL families roll on. A lot of wheels for 3 million families? They're big users of most everything. Retailers love them. They love FARM JOURNAL. Best sell in the country. Good buy.

Yes, a Sony!
The new TAPECORDER 111 only $79.50!

SUPERSCOPE

MECHANICAL PARROT—*Superscope Inc. will use a parrot in magazine ads this fall to introduce the new low-price Sony tape recorder. Weverka & Associates is the agency.*

Bates Mfg. Offers Licensing Program

NEW YORK, Sept. 19—Bates Mfg. Co. is offering the Bates brand name and its ribbon-and-crown symbol to unbranded textile products.

Under its first licensing program, Bates will offer manufacturers of home furnishings, apparel and other textile products, exclusive right to use the brand name and trademark for an individual product within a field, such as boys' shirts, sheets, crib mattress covers, etc.

Along with the use of the Bates name, licensees will get a ready made program "for aggressive brand name marketing, combined with new concepts in product research, effective styling, quality control and marketing practices," according to A. Phillip Goldsmith, president. Lawrence C. Gumbinner Inc., the Bates agency, will also handle the licensing program.

License fees will be "only a fraction of what manufacturers would have to spend in an attempt to build their own similarly proven brand names," Mr. Goldsmith said. And the licensing operation in turn will give Bates "the benefits of further merchandising, advertising and promotion activities," he pointed out.

Directing the licensing program will be John W. Poulson and Joseph Alderdice, two former executives of Fruit of the Loom Inc., which has had a licensee program for a number of years. Earlier this year, Bates unsuccessfully attempted to acquire the majority of outstanding stock of Fruit of the Loom. Mr. Poulson and Mr. Alderdice subsequently joined Bates as president and vp, respectively, of its subsidiary, Bates Fabrics. #

New Computer Introduced

TRW Computers Co., a division of Thompson Ramo Wooldridge, Los Angeles, has marketed a new control computer labeled TRW-330. The product will be advertised initially in trade magazines. Fuller & Smith & Ross is the agency.

Ackerman Names Sherry

Ackerman Associates, Oklahoma City, has appointed Jack Sherry copy chief. Mr. Sherry was formerly audience promotion director of WKY-TV, Oklahoma City.

Waldie Joins Waldie & Briggs

Upon completion of his master's degree at the University of Illinois, Benjamin D. Waldie Jr., son of Benjamin D. Waldie, chairman of the board, has joined Waldie & Briggs, Chicago, as assistant research manager.

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language **everybody** understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is **always** seen—**never** goes into the wastebasket. Your prospect sees your product exactly **as it is**—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for **you**—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____
Company_____
Street_____
City_____ Zone____ State____

Practical Builder reaches more $22 bi

Practical Builder readers are home builders . . . sole buyers of all products for:

1. $13.2 BILLION in new residential construction.

BUT . . . PB builder readers *ALSO* buy *most of the same products* — utilize the same methods, tools and labor for:

2. $6.5 BILLION-worth of new stores, restaurants, schools and other new "light" commercial, institutional and industrial buildings . . . *and:*

3. $2.3 BILLION in remodeling and modernization work.

Like PB builder readers, you want more *total* sales. That's why PB's largest builder-buyer audience is vital to your sales plan. For — in Practical Builder ALONE — you reach and sell the builders who buy your products for a whopping $22 BILLION in *total* Light Construction!

PB Fact Sources* More builders: A.B.C. Publishers Statement.
More builder buying power: Current BBMR Continuing Reader Study.
*copies on request

PRACTICAL BUILDER
5 South Wabash

Zimmer-McClaskey Forms Market Research Associates

Zimmer-McClaskey-Lewis, Louisville, has formed Market Research Associates, with offices located at 1469 S. Fourth St. Paul Whitman Jr. has been appointed to head the new company, which will specialize in quantitative and qualitative surveys, opinion research, communication studies and general marketing counseling. Mr. Whitman was formerly with International Business Machines Corp. in market research and public relations manager of Anaconda Aluminum Co.

Small Adds Eastern Specialty

Eastern Specialty Products, Boston, has appointed William J. Small Agency, Boston, to handle advertising for its supply and dairy divisions.

FCC Program Review Can't Be Construed as Censorship, Civil Liberties Union Says

NEW YORK, Sept. 20—The American Civil Liberties Union this week denied that program review by the Federal Communications Commission is censorship, and came out in favor of the new FCC regulation.

"The commission's aim is not to censor specific programs, but to insure a balance of categories of programs," the ACLU said.

"Certainly it would be censorship—i.e., restraint—for the FCC to rule that a station, in order to have its license renewed, must discontinue showing a particular western. But it patently would not be censorship for the FCC to rule that programming composed almost entirely of westerns was not sufficiently diversified or responsive to the community's needs to satisfy the law's requirement that the public interest, convenience and necessity be served."

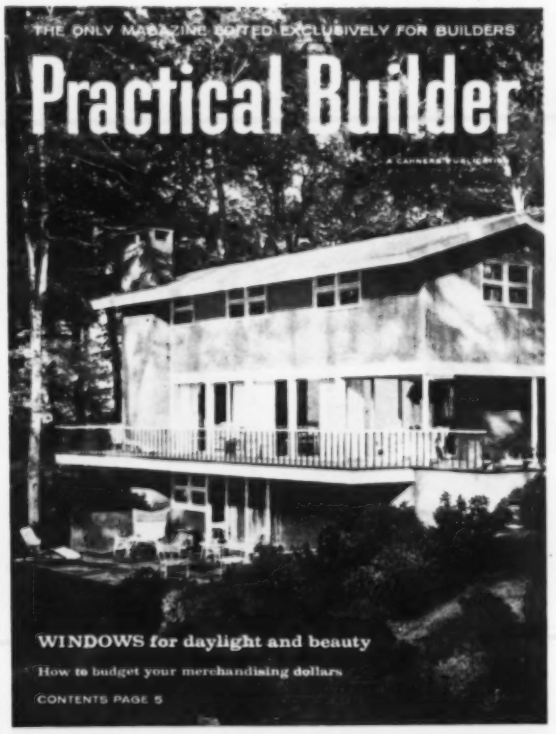
■ Implementation of the ruling, the group said, "far from being censorship . . . would constitute a much-needed antidote to the tremendous commercial pressures within the industry, which too often result in the elimination of controversial and stimulating material—pressures which might indeed be called censorship in reverse." #

Dulce to Audits & Surveys

Berton Dulce has been named senior project director of the consumer survey division of Audits & Surveys Co., New York. He was formerly research associate of the Institute for Motivational Research.

of the total Builder Market

billion


THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS
Practical Builder
WINDOWS for daylight and beauty
How to budget your merchandising dollars
CONTENTS PAGE 5

A CAHNERS PUBLICATION
Chicago 3, Illinois

*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

Armstrong D'Essin Getlin

HONORED GUEST—*Lady Greyhound receives a specially engraved feeding bowl from Joseph Getlin, president, Rival Packing Co., and a citation as "outstanding dog of 1961" from the Pet Food Institute. Walter Armstrong, Standard Brands, and Lorrain D'Essin, president of Animal Talent Scouts, look on. In addition to her canine awards, Lady Greyhound has been named an "honorary cat" by sponsors of National Cat Week.*

Small Dog Trend Cuts Sales, but Market Potential's Vast, Institute Told

(Continued from Page 3)

by 12,200,000 families. This compares with 22,050,000 cats in 1959, owned by 11,300,000 families; the average number of cats per owning family has risen from 1.9 to 2.1 in two years.

Mr. Crawford also commented on the growing importance of "deals" in the pet food field, and among grocery items in general.

"It is my firm conviction that the American people are becoming increasingly bargain minded," he said. "Although there are some signs that price is becoming a stronger motivating factor, there is also a trend toward custom-designed products containing superior features of taste, quality, ingredients or convenience. Apparently the families who buy them feel they represent a bargain, not of price, but of value."

Shoppers are buying more deal merchandise, he said, and manufacturers are providing more deals to attract customers. As an example of switching to take advantage of a bargain, he noted: "Out of every 500 people who buy a certain leading brand of coffee, 240 to 250 buy a different brand the next time they shop."

■ E. H. Rasmussen, pet foods buyer for Red Owl Stores, noted that the big advertisers fared best in sales in his chain. "Purina, heavy in tv coverage, had sales up 69% last year," he said. "Gaines Gravy Train—heavy in tv—sales up 62%; Puss 'n Boots—consistent magazine advertiser—sales up 13%; Friskies—with their magazine ads—sales up 22%."

Mr. Rasmussen predicted significant growth for the pet food "snack" business. "The movement is excellent," he said. "Items such as Lollipups, Yummies, Ken-L-Treats, Liv-A-Snaps and T-Bones are increasing in usage constantly."

■ "New products are the road to business success," Edmund Ladendorff Jr., of Booz, Allen & Hamilton, management and business consultant, told members of the Pet Food Institute.

"The cemeteries of failure are filled with companies that decided their present product lines were good enough," he said.

Mr. Ladendorff reported on findings which his company developed in depth studies of 150 companies which have been new product leaders. The studies showed, he said, that little more than 2% of all new product ideas become commercial successes. Even after thorough testing, about 50% of all new products are failures, he said.

In the next three years, about 75% of the nation's growth in sales volume is expected from new products and new brands, he forecast.

Marketing requirements are the primary consideration in product planning and are most significant in preventing a product from "striking out," he said.

"In today's economy, it is getting increasingly easier to make a product than to sell it." Few products fail because of technical deficiencies in research and development, Mr. Ladendroff added.

■ Comparing pet food industry sales with those of other industries, Walter E. Armstrong, of Standard Brands, noted that "more money is spent annually on dog food in grocery stores than on prepared baking mixes, more than on canned baby food, more than on toilet soaps, twice that spent for toothpaste and three times that for packaged desserts."

Emphasizing the growth of the dog food business, he said that in the past 10 years, dog food dollar volume has grown at a rate again as fast as that of margarines and at a rate about equal to that of cold cereals.

"Despite this dramatic growth, the dog food industry still is in its infancy relative to the potential that exists today." He said that less than one-third of all food fed to dogs today is commercially prepared, so that even though the industry has grown fantastically, the surface for potential is no more than scratched.

He suggested that the pet food manufacturers make the foods more palatable to pets, more convenient for the homemaker to prepare, and offer them at reasonable prices. #

New Fort Wayne Food Distribution Warehouse is Indiana's Largest

This and hundreds of other facts on our 15-county market area in the new 32-page Golden Zone book. Write for your free copy today.

FORT WAYNE INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Icelandic Airlines Sets Special Drive for Wisconsin

Icelandic Airlines, New York, has scheduled a special two-month campaign for the state of Wisconsin. Beginning Sept. 24, the airline, which operates routes across the Atlantic, will run a series of ads in 160 Wisconsin newspapers, supplemented by spots on 37 radio stations (25 of them affiliated with Keystone Broadcasting System).

The campaign is described as an experiment to determine whether concentration on a specific market area will pay off in increased traffic. It will follow a tour made by 10 European travel specialists of 120 cities and towns in Wisconsin. They will make calls on individuals and companies interested in personal travel or cargo shipment. Wendell P. Colton Co., New York, is handling the campaign for Icelandic.

Time Sends Brace to Beirut

Time Inc. has appointed Clayton H. Brace resident operations manager of Compagnie Libanaise de Television (CLT), Beirut. Time recently acquired a minority interest in the Lebanese tv station. Mr. Brace has spent 20 years with the Time stations in Denver, KLZ and KLZ-TV.

Nielsen Network TV

Two Weeks Ending Sept. 3, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	14,445
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,475
3	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	12,475
4	The Untouchables (Several sponsors, ABC)	11,725
5	Playhouse 90 (Several sponsors, CBS)	11,725
6	My Three Sons (Chevrolet, ABC)	11,631
7	Rawhide (Several sponsors, CBS)	11,537
8	Lawrence Welk Show (J. B. Williams, ABC)	11,397
9	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	11,256
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,115

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	30.8
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	26.6
3	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	26.6
4	The Untouchables (Several sponsors, ABC)	25.0
5	Playhouse 90 (Several sponsors, CBS)	25.0
6	My Three Sons (Chevrolet, ABC)	24.8
7	Rawhide (Several sponsors, CBS)	24.6
8	Lawrence Welk Show (J. B. Williams, ABC)	24.3
9	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	24.0
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	23.7

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	13,179
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,115
3	My Three Sons (Chevrolet, ABC)	10,365
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	10,084
5	What's My Line (Kellogg, Allstate, CBS)	9,755
6	Real McCoys (Procter & Gamble, ABC)	9,708
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	9,661
8	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	9,615
9	Holiday Lodge (Lever, State Farm, CBS)	9,192
10	GE Theater (CBS)	8,958

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	28.1
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	23.7
3	My Three Sons (Chevrolet, ABC)	22.1
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	21.5
5	What's My Line (Kellogg, Allstate, CBS)	20.8
6	Real McCoys (Procter & Gamble, ABC)	20.7
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	20.6
8	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	20.5
9	Holiday Lodge (Lever, State Farm, CBS)	19.6
10	GE Theater (CBS)	19.1

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Lilienfeld Names Cronin Radio-Television Director

Lilienfeld & Co., Chicago, has appointed James R. Cronin radio-television director.

James R. Cronin

Prior to joining Lilienfeld, Mr. Cronin was with Campbell-Mithun four years where he served as copy supervisor. Before joining C-M, Mr. Cronin was with WLOL, Minneapolis, and KEYD-TV, Minneapolis, (now KMSP-TV).

Worthington Switches Two

Patrick L. McManus, formerly director of marketing services of Worthington Corp., Harrison, N. J., has been named general manager of the Standard Pump division, East Orange, N. J. He succeeds Vincent deP. Gerbereux, who will assume Mr. McManus' former position as director of marketing services.

Mutual Signs Three

WKMF, Flint; WKHM, Jackson-Lansing, Mich., and WAUX, Milwaukee, have affiliated with Mutual Broadcasting System, New York. WAUX replaced WFOX as the network's Milwaukee outlet.

Campus Pac Samples Will Go to 100,000 Male Collegians

NEW YORK, Sept. 20—Some 1,000,000 free samples of drug and toiletry products will be distributed free this fall to more than 100,000 male college students on some 20 campuses.

Each Campus Pac will have a retail value of between $3 and $5, and the student receiving the samples need only provide his name and address. The supplier of the Campus Pac is Guest Pac Corp., and distribution of the samples will be handled by Eugene Gilbert & Co., youth marketing specialist.

Some of the companies who will provide the samples and participate in the program are Beecham Products Inc., Pharma-Craft Corp., Colgate-Palmolive Co., Gillette Co., Stanback Co. and Sutliff Tobacco Co.

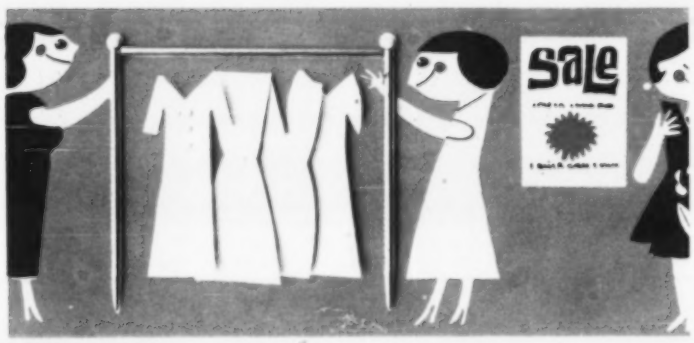
Most of these companies are repeating their participation, following Guest Pac's Campus Pac test program conducted last fall. #

Williamson Joins Byron

Douglas Williamson, formerly director of advertising and sales promotion of American Hard Rubber Co., has joined Mark Byron Inc., Westport, Conn., as exec vp and board member. Mr. Williamson will be in charge of the agency's New York office.

Digest
622 *chances-to-sell per dollar*

Look
317 *chances-to-sell per dollar*



Post
297 *chances-to-sell per dollar*

Life
249 *chances-to-sell per dollar*

...double your chances-to-sell women's dresses

–or any type of women's apparel– with each dollar you invest in the Digest

Every time an advertisement is seen, it has a *chance-to-sell*. And nationwide research by Alfred Politz* has measured these *chances-to-sell* to magazine readers who bought women's dresses recently:

In the Digest	27,047,000
In Look	13,907,000
In the Post	13,133,000
In Life	11,700,000

Chances-to-sell to these buyers *per dollar* invested in a 4-color page are illustrated at the left. As you can see, the Digest provides twice as many *chances-to-sell* as its nearest competitor . . . typical of the advantage you get advertising any type of product in Reader's Digest. Let this extra selling power go to work for you, too!

*Source: Alfred Politz Media Studies

People have faith in

Reader's Digest

half-hour by half-h
half-hour by half-h
half-hour by half-h

Who's watching what when? The latest National Nielsen* says that half-hour by half-hour during the nighttime telecast week, ABC-TV programs showed their competitive strength so: ABC-TV took 39 out of 51 firsts and seconds. More firsts, that is, than Nets Y or Z. More

our by half-hour by
our by half-hour by
our by half-hour by

seconds than Nets Y or Z. And, obviously (and importantly), less thirds. Looks like you, too, can have a good time on

ABC Television

*Source: Nielsen National TV Report, Average Audience, all sponsored time periods, two weeks ending Aug. 20, 1961; Mon. thru Sat., 7:30-11 PM, Sun., 6:30-11 PM.

YOU NEED ALL OF GEORGIA, TOO!

You couldn't make coffee in this . . . any more than you can cover booming Georgia with *one* newspaper buy. So use Atlanta *and* the Georgia Group. Get effective coverage in areas containing 85% of the state's people, 87% of its spendable income. The Augusta, Columbus, Macon and Savannah papers serve 4 of Georgia's 5 primary markets—deliver the rich "missing half" with 1 order, 1 bill, 1 check. Your local Branham Man has all the details.

THE Georgia Group

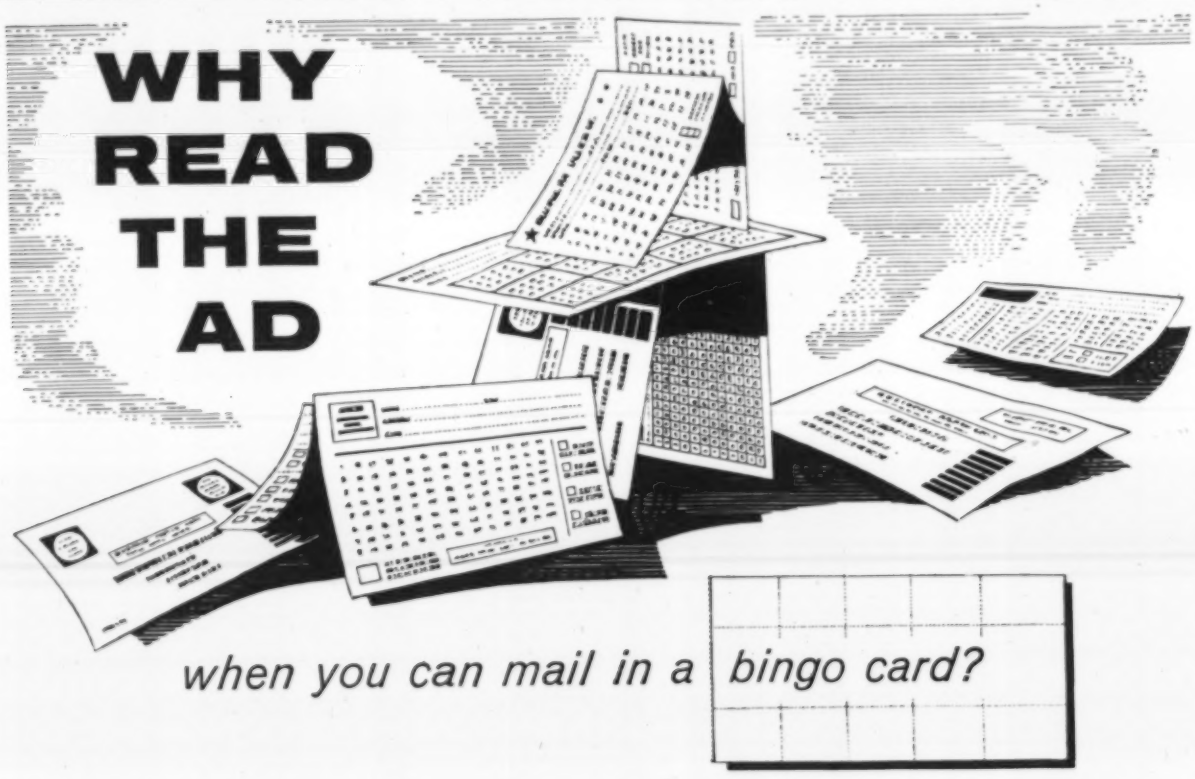
AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

RECOGNITION—*Archway Cookies will seek to gain "instant" recognition for its package and trademark with a saturation poster campaign—its first use of outdoor—via 2,000 posters in 16 states coast to coast. The campaign will be supported through ads in local newspapers, and on radio and tv by the 20 Archway bakers. Norman, Navan, Moore, Marineau & Baird is the agency.*

Evangeline Names Agency

Goodwin, Dannenbaum, Littman & Wingfield, Houston, has been named to handle advertising for Evangeline Foods, maker of hot sauce.



People have been grabbing free literature since the Middle Ages, when Bibles were chained to lecterns to keep people from taking them home.

The man who fills in a bingo card is primarily interested in free literature. Because he has mailed the card, he need not read your ad. He has made no decision to buy. In fact, the bingo card has given him an out—he has *put off* a decision to buy, perhaps forever.

The bingo card provides a publication with an out, too. It takes away the selling action of your ad, and transfers it to your direct mail, which is always expensive.

Proceedings of the IRE believes that the dual function of advertising is to make known and to sell. That is why *Proceedings*, almost alone among electronics publications, has no bingo card. It offers you instead:

1. far and away the largest pre-selected readership in the field; 75,727, average total paid (ABC) as of June 1961; 70,639 readers who are highly-qualified electronics engineers!
2. unmatched editorial excellence; *Proceedings* is the most highly-technical electronics journal published anywhere!

Electronics engineers know: a manufacturer dare not advertise his product in *Proceedings* unless it can stand up to the scrutiny of the nation's finest electronics minds. Manufacturers know this, too: that is why they use *Proceedings* to spell out, in precise terms, what their equipment is capable of doing and how accurate it is.

Match your advertising to *Proceedings*' editorial, and you'll never need a bingo crutch again.

For rate card, and copy of our merchandising cooperation plan, write or call today:

Proceedings of the IRE

Adv. Dept., 72 West 45th St., N. Y. 36. MU 2-6606

F&S&R Study Aims to Pinpoint Farm Market Trends

CHICAGO, Sept. 20—"Imminence of change" is the key to a farm market study to be conducted by Fuller & Smith & Ross at the Jasper County, Ind., Farm Progress Show, Sept. 27-29.

The survey is designed to yield "timetable information" on agricultural trends which will help F&S&R set up over-all marketing plans for clients in the agricultural field.

Harold O. Hayes, F&S&R vp, said, "We plan to have farmers tell us what changes they are now making, and how fast they are being made; what progress they have made in the past three years and what they expect to do in the next three, and what stage they are now in—whether their expectations are in the idea stage, worked out on paper, or actually in progress."

Working farmers who attend the show will be interviewed at the F&S&R booth by account executives Leon Cassity and Donald Pember. Prizes provided by Oliver Corp., Myzon Laboratories and Keystone Steel & Wire, agency clients, will be offered as incentives for farmers to participate. ≡

Blumenthal Sets TV Push

Blumenthal Bros. Chocolate Co., Philadelphia, will promote its Goobers and Raisinets candy products this fall on two ABC-TV shows—"American Bandstand" and "Bugs Bunny." The company will have 39 participations on "American Bandstand" and it will co-sponsor the "Bugs Bunny" show for five weeks. The buy represents the largest in the company's history and it will spend 30% more on tv this year than in 1960, Wermen & Schorr, Philadelphia, is the agency.

Military Book Splits Editions

Military Market & Government Magazine, monthly publication for buyers of Armed Forces post exchanges and commissaries, will be published in two separate editions, beginning in January—an Exchange Retail edition and a Food Service & Commissary edition. A third military publication, *Club Executive*, will be offered in combination with the other two. They are published by Army Times Publishing Co., New York.

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL

Why we're afraid of armored trucks

Recently, we got a blast from an armored truck guard when we turned down his bid for a Business Week subscription.

Frankly, we hate to be anything but obliging, especially to a man with a machine gun. But Business Week policy is: subscriptions solicited from management men *only*.

Our target is the business executive who needs and *uses* the news, facts, figures, and forecasts that make Business Week the only magazine of its kind. We don't believe that armored guards, and others outside the range of management, would really benefit from its pages.

The result: those 380,000 names in our circulation files read like a business "Who's Who."

We hope our armored guard friend is placated. Frisk us, we're clean. You wouldn't shoot an unarmed man?

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK, A McGraw-Hill Magazine

Sell the GROWTH MARKET through one of America's great

★ THE DENVER POST

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

HOME EDITION

10 Cents, 72 Pages

Vol. 70, No. 35

BANNER YEAR

Fruit, Vegetable Crops Excellent Over Colorado

Most major fruit and vegetable crops in Colorado this fall are expected to run well above 1960 production and above the 10-year averages, an Agriculture Department report showed Friday.

Floyd K. Reed, in charge of the department's Statistical Reporting Service office in Denver, released these estimates of 1961 production and comparisons with other years:

PEACHES — 2,050,000 bushels this year compared with 710,000 last year and an annual average of 1,930,000. The crop is expected to be good. There have been no reports of mosaic or insect damage.

Nationally, the peach crop is expected to run about 1 pct. above last year and 19 pct. above average.

More Winesaps

APPLES — 1,300,000 bushels compared with 800,000 last year and an average of 1,154,000.

Throughout the nation, the apple crop is estimated at 15 pct. above 1960 and 12 pct. above average.

PEARS—245,000 bushels, about eight times the 1960 crop and well above the 206,000-bushel average.

POTATOES—10,642,000 bags of 100 pounds each for fall potatoes compared with 9,503,000 last year and an average of 8,301,000. The harvest acreage will be about 49,500 acres of about 10 pct. above previous years. The average yield is forecast at 215 bags per acre, the same as last year but above the 191-bushel average.

Potato prospects in the San Luis Valley are exceptionally good this year.

Nationally, the potato crop will be about 8 pct. above 1960 and 21 pct. above average.

Bean Bonanza

DRY BEANS — 1,972,000 bags of 100 pounds compared with 1,726,000 last year and an average of 1,775,000. The yield this year is forecast at 850 pounds per acre, well above the average in recent years.

In the nation, the bean forecast is for a crop slightly below that of 1960 but 7 pct. above average.

CABBAGE — 575,000 hundredweight, 6 pct. over last year.

CANTALOUPE — 270,000 hundredweight compared with 266,000 last year and an average of 196,000.

LETTUCE — 952,000 hundredweight, 57 pct. above average. Quality is good to excellent.

ONIONS — 2,408,000 hundredweight, compared with 2,523,000 in 1960 and 1,831,000 average.

Over the nation, the onion crop will be about 8 pct. below last year but 4 pct. above average.

$10 Million Expansion Plans Told by Bank

CROWDS OF YOUNGSTERS LINE WASHINGTON PARK STREAM DURING KIDS' FISHING DAY SUNDAY
More than 8,500 youths took part in the fishing contest and 1,500 of them went home with prizes.

Lincoln St. Underpass Included

By WILLARD HASELBUSH
Denver Post Business Editor

An immediate $10 million expansion of its 1700 Broadway complex of buildings was announced Saturday by the Denver U.S. National Bank.

Roger D. Knight Jr., president, said construction will start in September on a motor bank facility, fourth building in the bank's complex, fronting on Lincoln St. directly east of the bank's Broadway building.

The project will include three underground levels connecting with the underground concourse level of the bank's Tower Bldg.

The excavation will be the second largest in Denver's history, exceeded only by the Courthouse Square underground facility. A total of 103,431 square feet of maximum security area will be provided in the three underground levels.

Atop the huge underground foundation extending under Lincoln St. from Broadway and halfway to Sherman St. the bank will build a three-story facility to house 15 drive-up windows and indoor parking for 210 cars.

Eventually 11 Stories

Knight said the plans call for eventual expansion of the Lincoln St. building to 11 stories.

The portion of the new building which rises above ground will be covered with limestone on the north and south to match the present Broadway building. Its center core, housing elevator shafts and stairwells, will be of travertine to match the street-level exterior of the Tower Bldg.

The first underground level of the new facility will be an extension of the Broadway building and will house a computer, which soon will handle all Denver U. S. bookkeeping and check processing, plus personnel and an expanded bank by-mail division.

$5 Million Center Set For Arvada

Plans were announced Saturday for immediate construction of a $5 million regional shopping center and apartment house complex in Arvada West.

The project, to be known as Arvada Plaza, will be developed by Fuller & Co. Denver area specialists in shopping center and commercial real estate development.

John E. Fuller, president of the firm, said the new center will be on a 16-acre tract bounded on the north by Ralston Rd., on the west by Independence Ave., on the south by W. 57th Ave. and on the east by Garrison St.

Fuller said 250 apartment units and 96 single-family houses will be built immediately south of Arvada Plaza.

Construction starts at once on one of the key buildings in the new center—a second branch office for Capitol Federal Savings & Loan Assn.

Growing Rapidly

Arthur W. Hiner Jr., president said his firm chose Arvada West after a survey of area growth disclosed that, percentagewise, Arvada is the fastest-growing area in Colorado.

The Capitol Federal branch will be a two-story structure with 12,000 square feet of floor area.

Also planned for Arvada Plaza are a two-story major department store of 50,000 square feet, a second department store with 25,000 square feet of area, and two structures of shops totaling 48,000 square feet.

The four major buildings will be grouped around a landscaped mall, Fuller said.

A supermarket also is scheduled for the center.

Fuller said parking will be available for 1,000 automobiles.

Joe W. Tackett of Fuller & Co. will be in charge of all leasing and development of Arvada Plaza.

"Our economic survey indicates the new center will [illegible] area of 50,000

1,500 PRIZES

8,500 Attend Fishing Derby

By GEORGE BROWN
Denver Post Staff Writer

More than 8,500 youngsters turned out Sunday at Washington Park for the annual Kids' Fishing Derby sponsored by The Denver Post and Leyden-Chiles-Wickersham American Legion Post No. 1.

Prizes went to more than 1,600 boys and girls for honors such as biggest fish, first to catch limit, good sportsmanship and catching the three-fish limit.

Derby officials said more than 5,000 youngsters caught at least one fish.

Grand prize winner was Jimmy Barr, 13, of 2353 Court Pl., who landed a rainbow trout which measured nearly 20 inches. For his fishing prowess, Jimmy won a bicycle, spinning rod and reel and sleeping bag from the Dave Cook Sporting Goods Co.

A girl, Veronica Ducke, 10, of 943 S. Pierce St., placed second by catching a trout which measured 18½ inches. She won an 8 by 10 umbrella tent from Gart Brothers Sporting Goods Co.

James Green, 12, of Hudson, Colo., won a Wright & McGill fishing outfit for catching a trout slightly smaller than Veronica's.

Youngsters lined the yard-[illegible] stream which winds along with the assistance of the Denver Parks and Police Departments and Lowry Air Force Base. Local retailers and manufacturers across the United States provide prizes for the event.

All youngsters participating were given candy kisses and strips of "Pack-O-Pop" provided by Jolly Rancher Candy Co. cookies from King Soopers and gold Eagle Claw fish hooks.

State Income Percentage Gain Highest in U.S.

Business Week magazine says Colorado is leading all states in the continental United States in personal income gain over a year ago.

The national magazine's current issue says the income of Colorado citizens is up 7 pct. for the first five months of 1961 over the same period a year ago.

That compares with a 5 pct. gain in Iowa and a decline of 3.4 pct. in Pennsylvania.

The nation's two newest states were the only ones to outstrip Colorado in percentage of income gain. Alaska is up 8 pct. and Hawaii is up 10.8 pct.

Business Week says the industrial revival is spreading throughout all 50 states and for the third month in a row its measure of personal income edged past the pre-recession levels of a year ago.

BOOM CONTINUES

Records Set In Real Estate

Real estate activity in the Denver metropolitan area continues at a record-setting pace.

A total of $69,804,215 in new mortgage loans was issued in the five-county area during July. That's a gain of 56.2 pct., or $25,136,090, over July 1960.

The figures were released by Lloyd Hughes, president of Title Guaranty Co. They covered mortgage loan activity last month in Denver, Adams, Arapahoe, Boulder and Jefferson counties.

Hughes said loans during July totaled 4,936, an increase of 29.6 pct. over the 3,114 in July last year.

The $14,927,271 in new loans in Adams County in July was a gain of 80.7 pct. over July of last year. The number of loans was up 24.8 pct. to 678.

Jefferson County had an increase of 47.1 pct. in the number of loans with 902, and an increase of 53.2 pct. in dollar value with a total of $15,179,310.

Denver County also registered gains. Dollar value was up 53.2 pct. at $29,575,813 and the number of loans was up 21.1 pct., 1,675 last year and 1,307 in July this year.

Boulder County continues to be a growth area. Loans during July amounted to $6,578,007, an increase of 84.1 pct., and the number of loans was up 28.5 pct.: 294 last year and 378 in July this year.

ber of loans, 776, was up 31.7 pct.

Eighteen lenders loaned in excess of $1 million each in July. Top lender in dollar volume was Mortgage Institute Co., which made 60 loans amounting to $6,729,985.

Western Federal Savings was the leader in number of loans at 252 with a dollar value of $4,197,373.

Other leaders over $2 million were Central Bank & Trust Co., $2,564,755; Mortgage Investments Co., $2,533,600 and Empire Savings Building and Loan, $2,265,735.

Building Permits $15 Million Over Figures for 1960

DOWNTOWN PLAN

Improvement Unit Studies 30 Projects

By MARK BEARWALD
Denver Post Staff Writer

[illegible] of the Downtown Denver Improvement [illegible] about $500,000

SHADOW MTN. AREA

$2 Million Resort Approved at Lake

Two Denver oil men announced Saturday they will start construction immediately on a $2 million ski complex and year-around family resort at Shadow Mountain, overlooking Grand Lake Village.

The two are Thomas M. Tullis and Charles F. [illegible] of the Shadow Mountain

of the West newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 69%
Post's Sunday coverage: 80%

Boulder, Colorado
Post's daily coverage: 44%
Post's Sunday coverage: 87%

Longmont, Colorado
Post's daily coverage: 37%
Post's Sunday coverage: 70%

Fort Collins, Colorado
Post's daily coverage: 42%
Post's Sunday coverage: 85%

CIRCULATION

Daily	265,980
Sunday	348,937
Empire Magazine and Comics	367,163

A. B. C. Publisher's Statement March 31, 1961

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

Self Service Retailers Like TV Best, CBS Finds

NEW YORK, Sept. 21—If anyone thought television wouldn't strike back at snipers at tv in today's intensified inter-media competition, he can disabuse himself of that notion.

This week's blow for television was struck by CBS Television, which announced results of a study made last spring to show which type of national advertising moves goods through the checkout counter at self service stores.

To get its information, CBS went to 2,800 self service dealers in food, drug and variety stores throughout the U.S. They were questioned by Stewart, Dougall & Associates as follows:

• Which type of national advertising placed by manufacturers helps you most in selling advertised brands to your women customers: Billboards, radio, women's magazines, newspapers, Sunday supplements, daytime television?

(The voting: Daytime television, 68%; newspapers, 22%; women's magazines, 4%; radio 4%; Sunday supplements, 1%; billboards, less than 0.5%.)

• Suppose a manufacturer left it up to you to decide how to spend $1,000,000 in national advertising. Just how much would you spend in each of these national advertising media: Billboards, radio, women's magazines, newspapers, Sunday supplements, daytime television?

(The vote: Daytime television, 44%; newspapers, 24%; radio, 14%; women's magazines, 10%; Sunday supplements 5%; billboards 3%.)

■ The letter which James T. Aubrey Jr., president of CBS-TV, wrote to accompany the report in mailings to advertisers, agencies and affiliates, would indicate that this media ammunition is aimed most directly at magazines.

Mr. Aubrey began with the assertion that daytime tv is in a class by itself in "audience loyalty and advertising effectiveness" with the American housewife. Mr. Aubrey's letter continued:

"For the most recent evidence of this, I refer you to the enclosed brochure, 'America's biggest sales check.' It reports a survey of the nation's supermarket managers, who were asked to compare the effectiveness of six advertising media in moving goods off their shelves. Since these men probably know more about self service selling than anyone else today, you may find the enclosed booklet particularly useful.

"Significantly, the self service dealers' overwhelming endorsement of daytime television comes in a year when women's magazines (as well as all national magazines) are engaged in a pitched battle over circulation. It provides timely evidence that despite the magazines' forced subscription drives and new razzle dazzle formats, they simply cannot compete in television's big league." ≡

Denise Musnik Rejoins Publicis

Denise Musnik, senior copywriter in the advertising department of Bonwit Teller, New York, will rejoin Publicis S.A., Paris, in October as head of the international department. Miss Musnik spent two years with Publicis, France's largest advertising agency, before returning to the U.S. in 1960. Previously, she was an assistant copy editor of *Glamour*. Miss Musnik was an account executive with the Eleanor Lambert fashion agency before joining Bonwit Teller. She is the daughter of Bernard Musnik, head of the U.S. subsidiary of Publicis.

TV TIE-IN—*This Keystone Camera Co. Christmas window display ties in with camera-makers tv theme: "Kids are born for Keystone Home Movies," used on adventure shows and football broadcasts.*

IN THE BOAT FIELD

ONLY *The* SKIPPER REACHES SUCH *CONCENTRATED* BUYING POWER!

78% of THE SKIPPER readers have annual incomes of $10,000 or more—and 22% earn $30,000 or more!

86% own one or more boats!

90% do some or all of their **own** maintenance work!

65% spend **more** than $500 per year on their boats!

43% plan to buy a new boat within the next three years!

No other boating publication offers you such a **selective** buying market for boats and marine supplies. Here are **active** yachtsmen who pour more than $10,450,000 into their hobby **each year** just for maintenance and operation of their boats.

THE SKIPPER REACHES THE SAILOR WHO BUYS!

THE SKIPPER
The National Sailing Magazine

Second Street at Spa Creek
Annapolis, Maryland COlonial 8-1330

(National Advertising Office)
6306 Chrysler Building
New York 17, N. Y. OXford 7-5680

AT HIS SECOND JOB—*In his attic workroom in Webster Groves, Mr. Johnson turns out his quota of 4,000 words per week. The Kennedy campaign poster behind him caused considerable amusement in the neighborhood while he was working on the Nixon biography.*

Versatile Adman . . . George Johnson

George Johnson, vp and creative director of French Advertising, St. Louis, has written a biography of former Vice-President Richard M. Nixon, to be published in a paperback edition next month. George got the assignment March 23 through his New York agent, Scott Meredith and finished the research and the 50,000-word manuscript in 73 days, working evenings and Saturdays and Sundays. He still managed his eight hours' sleep nightly—a "must" for him.

AT HIS NO. 1 JOB—*In his office at French Advertising, George Johnson discusses an ad idea with Jim Komorek, French art director.*

An anti-Nixon man when he started, George says he changed his mind after he did a thorough research job on the man and understood him better. He has just finished the final draft of a paperback biography of Eleanor Roosevelt, also for Monarch, scheduled for January, 1962, publication.

Mr. Johnson, who says his outside writing is a second job, not a hobby, writes first to make money, and second because he likes to write and finds satisfaction in it. During the past seven or eight years he estimates he earned $8,000 to $10,000 a year in outside writing. Before the paperback assignments he wrote fiction and articles and did one "Hitchcock Presents" script.

He sets up a wordage goal and this year he expects to write 200,000 words or 4,000 words a week, which is four times what he did last year.

He writes in the attic of the three story house in Webster Groves where the Johnsons and their three sons live.

"Much of the credit for any success I have had as a writer belongs to my agent and my wife," George says. "I think the wife of a spare-time writer has to have a clear understanding of what he is trying to do, and has to be willing to put up with plenty of inconvenience, or he can't get anywhere. My wife understands."

His work at the agency, he feels, is benefited by his outside writing, because the more a man writes the greater his skill with ideas and words.

■ A former newspaper man with the *Indianapolis News* and the old *St. Louis Star-Times*, Mr. Johnson rose quickly in the ad agency business. He entered the business in St. Louis in 1956 after three years with the R. L. Polk & Co. in Detroit. He has been with French just two years.

Unless he hits real "pay dirt" —$50,000 for a book—Mr. Johnson has no intention of leaving the business. "I have a real interest in advertising and its people," he said. "I don't think there is any other business where there are so many talented people who are so willing to tell you everything they know about the business, if you will just listen and read. The real advertising people can't be beat for generosity."

Mr. Johnson organized the Advertising Writers Club of St. Louis two years ago and served as its first president. ≠

DIGGING FOR FACTS—*At the dining room table, Mr. Johnson digs through magazines and books, doing preliminary research on Mrs. Roosevelt. He estimates that at least half the total time devoted to a fact book has to be spent in research.*

ADMIRING A FELLOW AUTHOR—*The Johnson family looks over a book written by a friend of his sports writing days. The boys are Dan, Chris and Dougie.*

Patio's Mexican Foods Bow via Ads in Eastern Markets

SAN ANTONIO, Sept. 19—Patio Foods is aiming to corral "adventuresome" eaters in New York and Philadelphia in the next few months with its line of frozen Mexican-style foods.

The company, currently selling in 30 states, has never marketed east of Ohio. Patio has been testing its frozen enchiladas, tamales, and related products in New York via 33 Grand Union stores since June, with another major chain putting the line through its customary pre-sale scrutiny.

If distribution follows the pattern of other markets, the stores will be stocked up on Patio within four months, with advertising, through Fuller & Smith & Ross, geared to break early next year. Patio uses radio and tv spots and 850-line newspaper ads to announce its initial "100% redemption" offer. The theme, "Have dinner on us," is used as an opening wedge in most markets.

Tully Plesser, director of research for F&S&R, said that although there are about 750,000 Spanish-speaking people in the New York area, Patio probably would shy away from ads in Spanish or playing up national origin. Instead, Patio ads will stress the foods as something "really different."

Louis Stumberg, president of Patio, said that because it takes such a long time to prepare Mexican food, housewives can serve it without having to apologize for serving a prepared dinner.

■ Using this same theme, the company will promote its Mexican foods in other areas with a four-color fractional page in the midwestern, southwestern and southeastern editions of *Good Housekeeping*. The Nov. 3 *Life* will carry a color page in editions covering the same areas, plus the West Coast. About the same time, similar ads are scheduled for Sunday supplements in San Francisco, Detroit and Chicago. The company also will use 850-line newspaper ads, plus radio and tv spots, in these areas.

ZESTY—*Patio Foods will run this ad in regional editions of Life and Good Housekeeping in October and November. Fuller & Smith & Ross, Ft. Worth, is the agency.*

Patio said it hoped the *Good Housekeeping* seal would remove the Mexican aura of "dust, dirt and dysentery" and help persuade reticent buyers to look at Mexican products in a more favorable light.

Mr. Stumberg said his company does 97% of the Mexican frozen food business in Texas, where the company is based. He said Patio accounts for "75%-plus" of Mexican frozen food sales in the Southwest. ≠

Sealy Inc. Launches New Fall Campaign in Magazines

Sealy Inc., Chicago, launched a new fall push for its regular line of mattresses with a two-color page ad in the Sept. 15 issue of *Life*. Other pages are slated in *Life* and *Modern Bride*, and Sealy has scheduled a one-page b&w ad in the October issue of *Good Housekeeping* for its new foam rubber Posturepedic mattress.

The October issue of *Better Homes & Gardens* will offer a coupon worth $5 to be used for the purchase of the new Posture-Prop, a foam, triangular back rest pillow. This page ad will be preceded by a one-column ad, which is the back of the coupon and calls attention to it. Earle Ludgin & Co., Chicago, is the agency.

'World' to Bow Oct. 12; Appoints Manchester Agency

The *World*, Washington national weekly newspaper, which will be launched Oct. 12, has appointed J. Gordon Manchester Advertising, New York, to handle its advertising. The new newspaper, published by W. W. Communications, will be headed by Willard W. Garvey, Wichita business man. The newspaper will sell for 15¢ per issue and $6 per year by mail subscription.

McGraw-Hill Issues 70th Edition of Electric Utilities Directory

McGraw-Hill Publishing Co., New York, has published the "1961 McGraw-Hill Directory of Electric Utilities." The 970-page directory is now in its 70th edition. Price for the volume, which contains no advertising, is $55. The Canadian section alone costs $10, and state sections are available separately from $5 to $8.

Bird Electronic Names Jayme

Bird Electronic Corp., Cleveland, manufacturer of instruments for the measurement of radio frequency power output of commercial and military radio and tv communications systems, has appointed Jayme Organization, Cleveland Heights, O., as its agency.

Robert Hall (Cash Only) Warns Vs. Buying Now, Paying Later

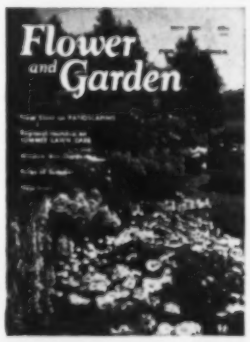
Robert Hall Clothes Inc., New York, a division of United Merchants & Mfg., has launched the first institutional advertising campaign in its history—a series of messages warning the American public about the dangers of over-extended credit. The campaign, which began with full-page all-text ads in the *New York Times* and *Washington Post*, ties in with a recent book by Hillel Black, "Buy Now, Pay Later."

Messages by Mr. Black will be used in spots scheduled for some 100 radio and television stations. As part of the drive, Robert Hall is sending copies of Mr. Black's book to 1,000 leading citizens, including every member of the Senate and the House of Representatives. The campaign theme ties in with the clothing chain's no-credit, cash-only policy. Robert Hall operates 345 stores. Arkwright Advertising is the agency.

F&S&R Names Six VPs

Fuller & Smith & Ross, New York, has elected six vps. They are Leonard Hall, creative director, and Charles Barker, account executive, both in the Cleveland office; Charles Hanson, creative director, and George Schnake, group supervisor, Pittsburgh; Ralph Zylke, copy director, Chicago; and Donald F. Sternloff, creative director, San Francisco.

The grass really must be greener—on our side



How else can you account for Flower and Garden Magazine's ability to stimulate and hold the interest of high income home-owners? Each month, its two regional editions* influence more than 500,000 subscribers and 2 million readers who want to live better—in and out of doors—and can afford to turn their decisions into action.

How else, for that matter, can you account for Flower and Garden Merchandiser's penetration of the fluid, growing garden supply market, but to conclude that this fine dealer paper (like its "consumer" counterpart) has also proven its ability to get results.

Every day, more and more advertisers (and their agencies) are moving over to "our side" — and are telling others how The Flower and Garden Group helps advertisers sell more goods and keep them sold.

*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.

PERSONAL SERVICE

Lionel H. Scott has been a member of The Farley Company team for four years. Before joining us Scotty spent five years with a large agency, sold a publicity service and operated his own specialty selling organization. This broad background qualifies him particularly well to give objective information on the business markets our media serve.

Markets Served

Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Municipalities • Policy Level Management • Savings & Loan • Technical Management

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Men Shift to Pressure Shave Creams: 'True'

Market Favorites: Brylcreem, Ivory, Ban, Crest, Alka-Seltzer

NEW YORK, Sept. 19—*True* has published a survey that gives a glimpse of the nature of the men's toiletries market.

Based on more than 1,500 questionnaires returned by readers, *True* found that electric shaver use has gone up from 53.8% to 73.4% since 1953. Pressurized shaving creams—less than 10% of the market in 1953—advanced to 36% by 1958 and to 49.2% this year. Lather, bowl and brushless shave creams all declined during this period.

Of those owning electric shavers, 56.1% received them as gifts, although 41.6% specified the brand they wanted. Remingtons are owned by 39.5% of *True's* shaver users, Norelcos by 25%, Sunbeams by 22.3%, Schicks by 21.6% and Ronsons by 4.9%.

More than one-third (35.1%) claimed only occasional use of their shavers. The main occasion, cited by 47.9%, was when shaving a second time during the day; 27.9% used them when traveling; 20.5% on weekends; 10.3% at the office.

■ Among those owning more than one shaving device, 48% preferred an electric shaver, while 52% preferred various kinds of blade razors.

Gillette Foamy was the favorite aerosol shave cream, used by 16.8%. Rise and Aero shave followed with 15% each, and Palmolive, with 14.8%. Then came Mennen (8.7%), Noxzema (8%), Old Spice (6.5%), and Colgate with 2.4%. Palmolive led lather creams with 24.7%. Mennen had 22.8%, Colgate 13.9%, Gillette 11.4%, Williams 9.5% and Old Spice 5.7%.

Mennen was the No. 1 brushless cream, used by 19.4%, followed by Noxzema, 16.7%; Palmolive, 15.7%; Colgate, 13%; and Barbasol, 9.3%.

Old Spice was the leader in four categories—after shave lotion (33.9%), after shave talc (42.3%), body talc (28.2%), and cologne (39.2%). Williams Lectric was the leading pre-shave lotion (44.6%), followed by Mennen (18%). Mennen also was the second most-used after shave lotion (23.8%), after shave talc (25.4%), and body talc (23.8%). Kings Men, with 11.9%, was the second most popular cologne, followed by Avon, with 10.1%; Mennen, 6.6%; and Yardley, 5.6%.

■ Among hair dressings, the favorite cream product was Brylcreem, 28.9%, followed by Wildroot, with 21.5%; Top Brass, 14.3%; and VO-5, 7.9%. Among liquid hair dressings, Vitalis led with 32.8%, Vaseline, 21%, Stephan's, 14.9% and Wildroot, 6.5%. Among "other" products used as hair dressings, Johnson's baby oil was favored by 18.2%, exceeded only by Vaseline petroleum jelly with 20%.

Ivory was the leading cake soap, with 23.7%, followed by Dial with 22.8%, and Lifebuoy, with 8.3%. Prell, with 18%, was the leading liquid shampoo, while Enden, with 30.4%, was the top cream shampoo.

In the deodorant derby, the countdown, by types, was like this: Roll-ons—Ban, 31.1%; Trig, 19.5%; Avon, 9.8%; Arrid, 7.7%; and Mennen, 6.8%. Sticks—Old Spice, 43.7%; Mennen, 25.2%; Avon and Yardley, 4.9% each. Sprays—Mennen, 69.2%; Avon, 10.7%; Old Spice, 10%; and Mum, 2.3%. Creams—Arrid, 28.1%; Mum, 20.2%; Tussy, 14.9%; Veto and Odo-Ro-No, 6.1% each; and Secret, 5.3%. Right Guard had 93.3% of the aerosol can deodorants.

■ Crest was the leadng toothpaste, favored by 34.1%, followed by Colgate, 24.9%; Gleem, 15.2%; Pepsodent, 8.6%; Ipana, 4.7%; and Stripe, 4.3%. Half the mouthwash users chose Listerine, 18.9% preferred Lavoris, and 9.9% chose the new Micrin.

Among proprietary medicines, Bayer had 45.1% of the aspirin market; Bufferin had 21.5%, Anacin 15.6%; and St. Joseph 4.6%. More than one-fourth—26.5%—favored One-A-Day vitamin pills; 4.6% Unicaps.

Among digestion aids, Alka-Seltzer was favored by 22.2%; Tums by 15.1%; Pepto-Bismol by 13.4%; and Rolaids by 12.5%. Among suntan lotions, it was Sea & Ski, 35.4%, and Coppertone, 31.8%. Mennen was the choice of 18.6% as an athlete's foot remedy; 14.3% chose Desenex; and 13.3% used Dr. Scholl's.

Alka-Seltzer found even greater favor as a headache remedy than for indigestion. It was cited by 37.2%, Bromo-Seltzer by 10.5%, and Dristan by 9.9%.

(The inclusion of Dristan as a "headache remedy" probably results from the fact that the *True* study did not have a category for cold remedies.)

■ The survey noted that food stores are assuming increasing importance as places of purchase, accounting for one out of four of most men's toiletries purchases this year. #

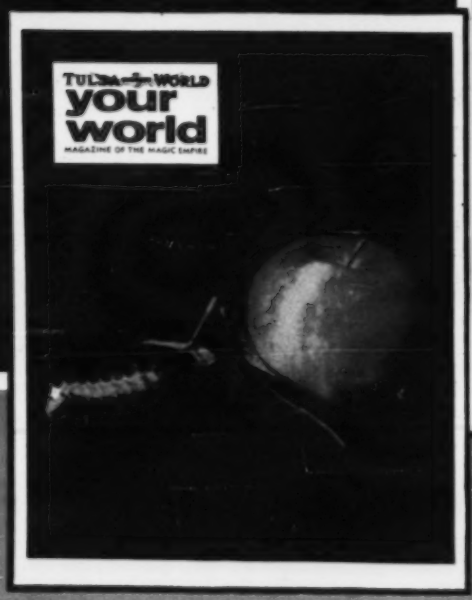
Maytag Launches TV Push

Maytag Co., Newton, Ia., is currently running a four-week saturation television campaign, using seven ABC network shows. Shows used include "Walt Disney," "Guestward Ho," "Roaring 20s," "Hong Kong," "Steve Allen" and "Maverick."

Hooper Joins Fred Niles

W. Dane Hooper has joined Fred Niles Communications Centers, Chicago, as director of merchandising activities, a new position, and a member of the plans board. Mr. Hooper formerly was a copywriter with McCann-Erickson, Chicago.

ADD COLOR
TO YOUR CAMPAIGN
SEVEN DAYS A WEEK!



Represented Nationally by the Branham Company.

The Tulsa World and The Tulsa Tribune rank high among the nation's newspapers in both the quantity and quality of ROP color. Weekday or Sunday, you can add the impact of color with the full assurance that your colorful campaign will be faithfully and carefully reproduced. Write for actual samples, or ask your Branham man to show them to you.

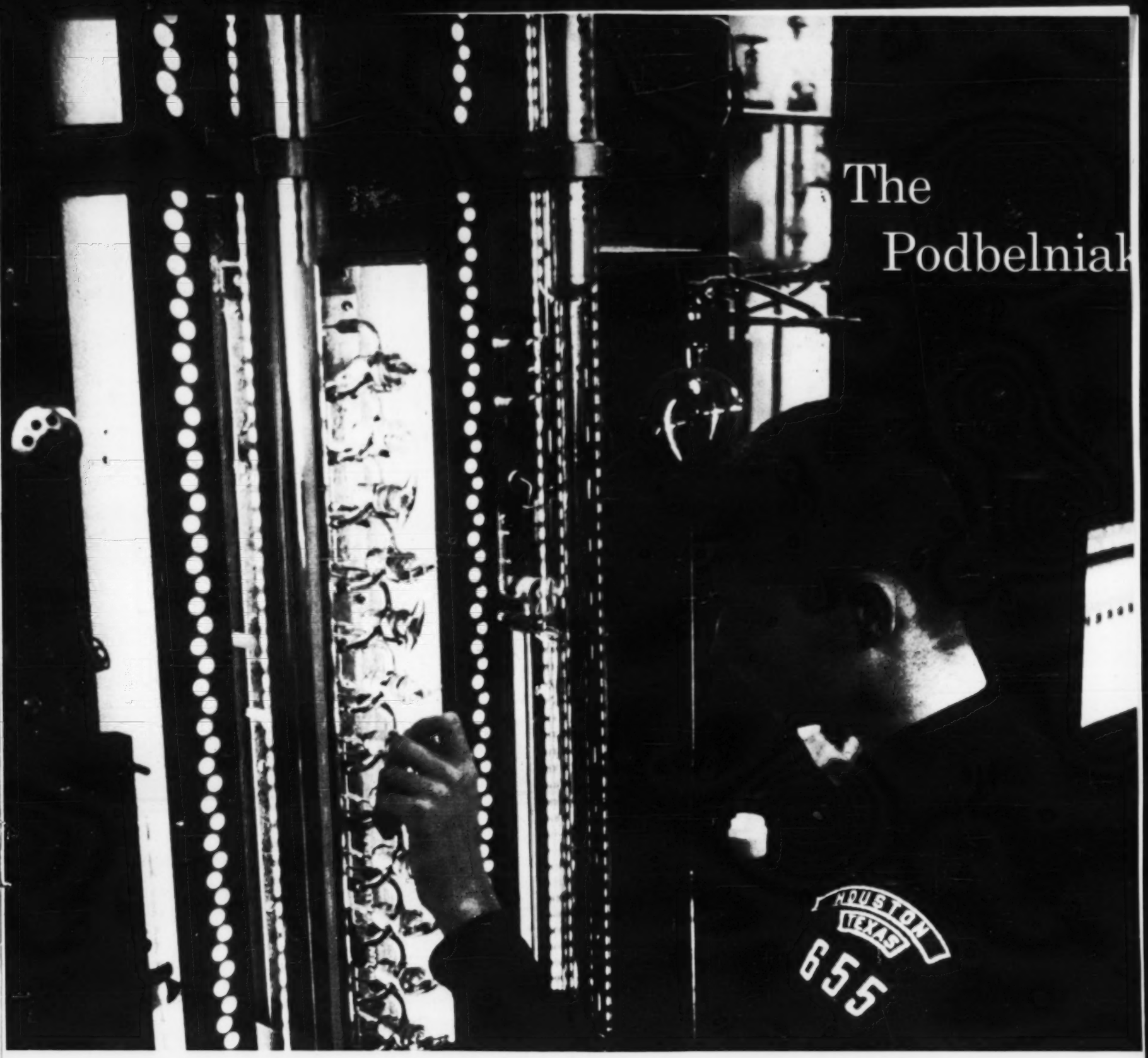
The TULSA WORLD and THE TULSA TRIBUNE
MORNING • SUNDAY • EVENING

WAVE-TV viewers have 28.8% more TEETH

—and keep 'em sparkling with 28.8% more tooth paste, powders and brushes!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives



The Podbelniak is an example of the wide range of interests boys have these days. Ask the magazine that knows them. The December issue of Boys' Life includes a beautifully illustrated color feature on the *Birth of a Butterfly;* a stimulating article on the role of language in the complex relationships of nations—*The World of Language*, by Mario Pei; a unique Ray Bradbury science fiction story, *The Man;* and on-the-spot coverage of an Explorer group in Texas whose special interest centers around the oil industry. The Podbelniak, incidentally, is an instrument used to analyze light hydrocarbons in determinations of oil samples.

Boys today are a vital, vigorous market. Their minds are razor sharp; they're anxious to learn, quick to take up challenges. Buying itself begins with boys. And since Boys' Life is the only mass publication in the field, buying begins with Boys' Life. Take automobiles. Last year alone, Chevrolet, Chrysler, Fisher Body, Ford and General Motors ran a total of twenty-eight pages. When they buy Boys' Life they buy new customers. And it's far easier to sell new customers than to resell old ones.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

REMINDER: There are two weeks left to closing for the big December Christmas Promotion issue. Free editorial listings, merchandising, Christmas selection seal, etc.

Roberts Joins Becker as VP

James R. Roberts, formerly vp and head of the ethical drug division of Charles W. Hoyt Co., has joined Robert A. Becker Inc., New York, as a vp and account supervisor. Mr. Roberts was with Hoyt 14 years. The Merck & Co. business he supervised (including Merck Sharp & Dohme) will now be handled by Winthrop Hoyt, board chairman of the agency. Merck, which also has some business at Becker, has been a Hoyt client since 1929.

GIMMICK MAILINGS
Exotic, unusual mailings of all types to tie-in with your special promotions.
Free 24-page Catalog
ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N. Y. 1, N. Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765
• 24333 Narbonne Av., Lomita (L.A.), Cal. • DA 5-0381

'Playboy' Boosts Ad Rates

Playboy has announced new advertising rates and circulation guarantee, effective with the February, 1962, issue. The announcement was the third telling of new rates made this year. The b&w page rate, one time, will go from $7,100 to $7,750. Four-color page rate will go from $10,400 to $11,300. The circulation guarantee, currently at 1,150,000 will be 1,250,000, effective with the February, 1962, issue.

Three Paxtons Appointed

Three sons of the late Edwin Paxton Sr., head of Paducah Newspapers, Paducah, Ky., have been appointed to positions in the corporation. Frank R. Paxton has been named president and publisher of *Paducah Sun-Democrat*. E. J. Paxton Jr. has been appointed editor of the *Sun-Democrat*, and Fred Paxton has been appointed managing director of WPSD-TV, Paducah.

Sutton Joins BBDO

John E. Sutton, formerly with Grant Advertising, has joined Batten, Barton, Durstine & Osborn as account executive on the New York Telephone Co. account. Mr. Sutton will assist Alexander MacLachan, account group head.

McCall Elects Cain

John J. Cain, who was named general manager of *Redbook* in July, has been elected a vp and director of McCall Corp. Mr. Cain earlier had served as business manager of *McCall's*, prior to his *Redbook* appointment.

SWEEPSTAKES WINNER—*Heinz Baby Foods will award 500 GE baby food warmers each week for ten weeks as prizes during its national Baby Dish Sweepstakes (AA, Sept. 18).*

Chrysler, Ford Ad Budgeting to Match Model Year of Cars

DETROIT, Sept. 19—Chrysler Corp. and Ford division have revised their bookkeeping procedures so that their annual advertising budgets will coincide with the passenger car model year instead of the calendar year. Chrysler's ad budget now dates from Aug. 1, and Ford's Sept. 1.

Richard E. Forbes, director of advertising at Chrysler Corp., said the new setup gives Chrysler the money it wants to launch a new car in the fall, when the money is needed.

"For all practical purposes," he said, "the calendar year setup works the same way, except this now makes it easier."

■ John Bowers, car advertising manager at Ford division, said it was simply a matter of bringing the ad planning in line with the full-year merchandising plan. The planning is done on a model year basis, so the budgeting also should be. General Motors has not changed from the calendar year basis, which finds an advertising budget determined by model year car sales. At American Motors, the corporation's fiscal year begins Oct. 1, which is the approximate date of the model year. Also, that model year ad budgeting normally coincides with the fiscal year. #

C&C Names Mohtares Art Head, Sollish Copy Chief

Chirurg & Cairns, New York, has appointed Alexander Mohtares, formerly art group supervisor of Grey Advertising, executive art director and Joseph Sollish, formerly creative director of Ellington & Co., was named copy chief. Mr. Mohtares served as art director of Anderson & Cairns prior to its merger with James Thomas Chirurg Co.

At the same time, Stanley Freeman, formerly associate editor of *Ladies' Home Journal*, has been named to succeed Mr. Mohtares as art group supervisor at Grey.

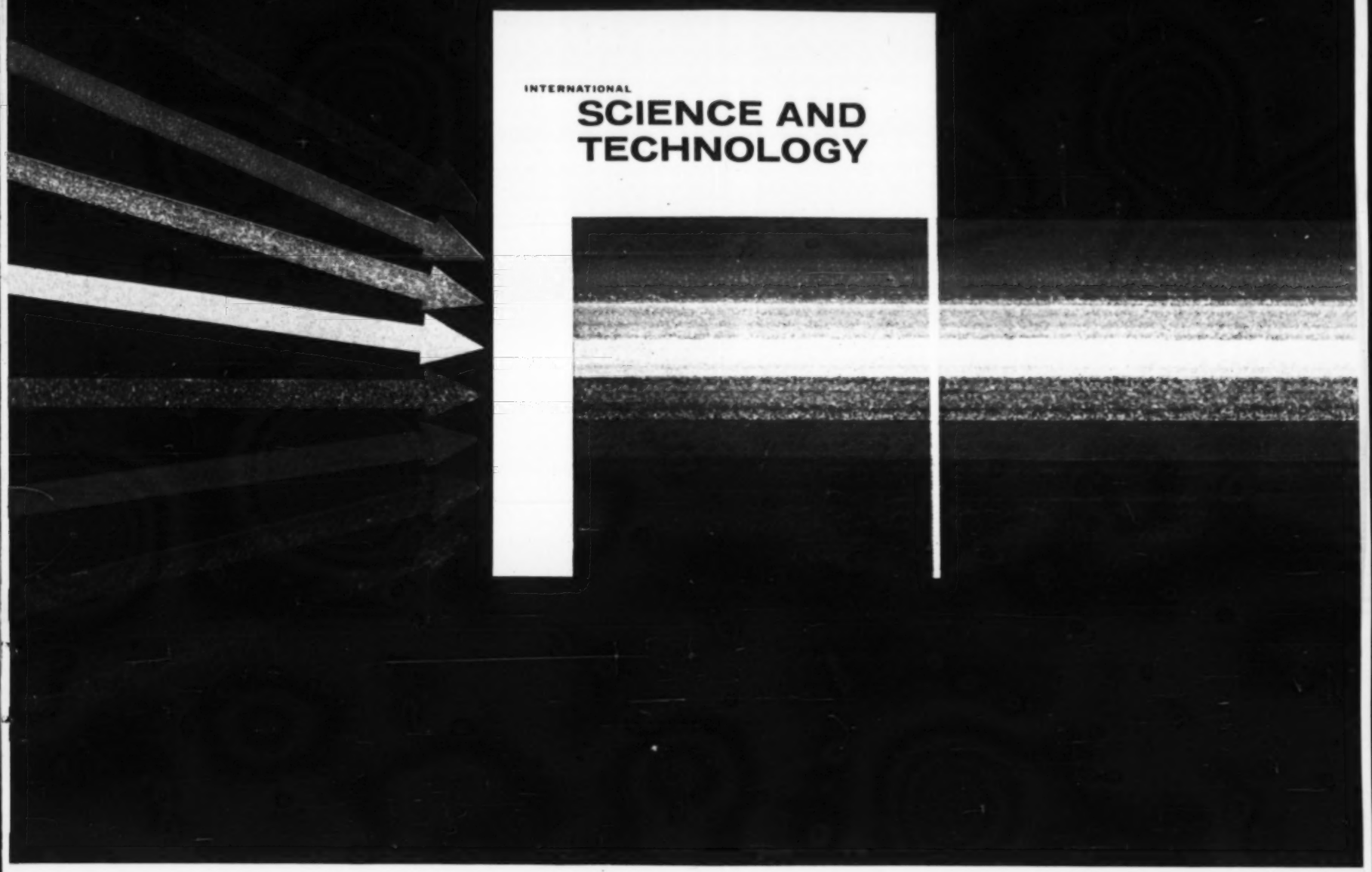
JERRY LEWIS STARS IN HIS OWN PRODUCTIONS | RELEASED BY PARAMOUNT

So where's the money? If high costs are putting a hole in your company's pocketbook, here's quick repairs. Without losing any quality, you can cut paper costs on folders, catalogs and other printed material by specifying Consolidated Enamels. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get the facts and *free test sheets* from your Consolidated Paper Merchant. He'll help you close the gap on high costs!

Available only through your Consolidated Paper Merchant.

Consolidated
LARGEST ENAMEL PAPER SPECIALIST
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

ANY INDIANS IN FARGO?
Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with
THE FARGO FORUM

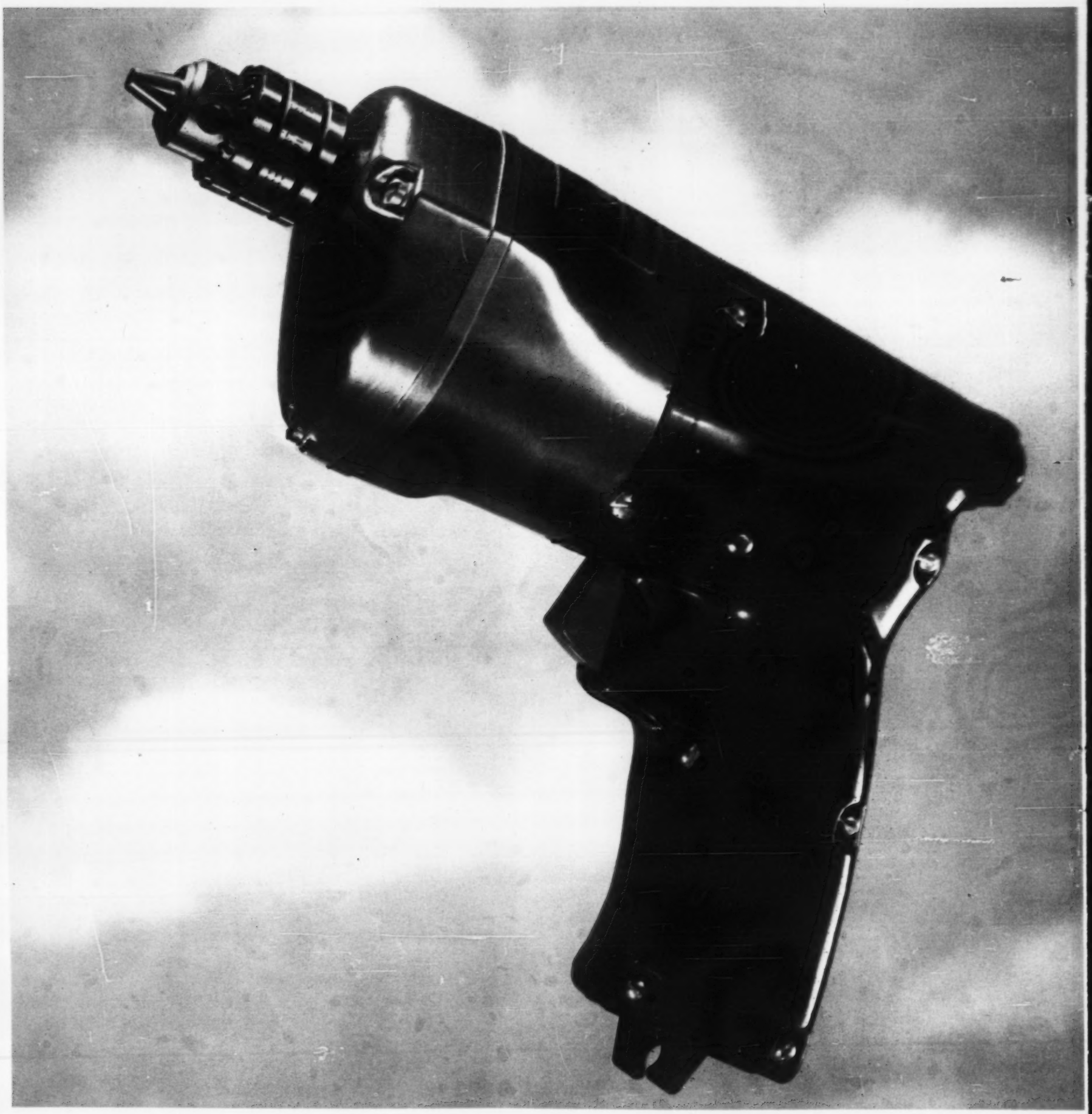


INTERDISCIPLINARY The typical scientist or engineer finds an increasing number of discoveries of great potential importance to his work turning up in areas far removed from his specialty. His information needs are truly *interdisciplinary*... involving many technologies. International Science and Technology will satisfy those needs for the first time . . . reporting significant developments in any one discipline in terms understandable to specialists across the entire spectrum of science and technology . . . providing cross-communication among all the scientific and engineering specialties.

Volume 1. Number 1—January, 1962. *An ideal environment for advertisers with a product, a concept, a capability.*

INTERNATIONAL
SCIENCE AND
TECHNOLOGY

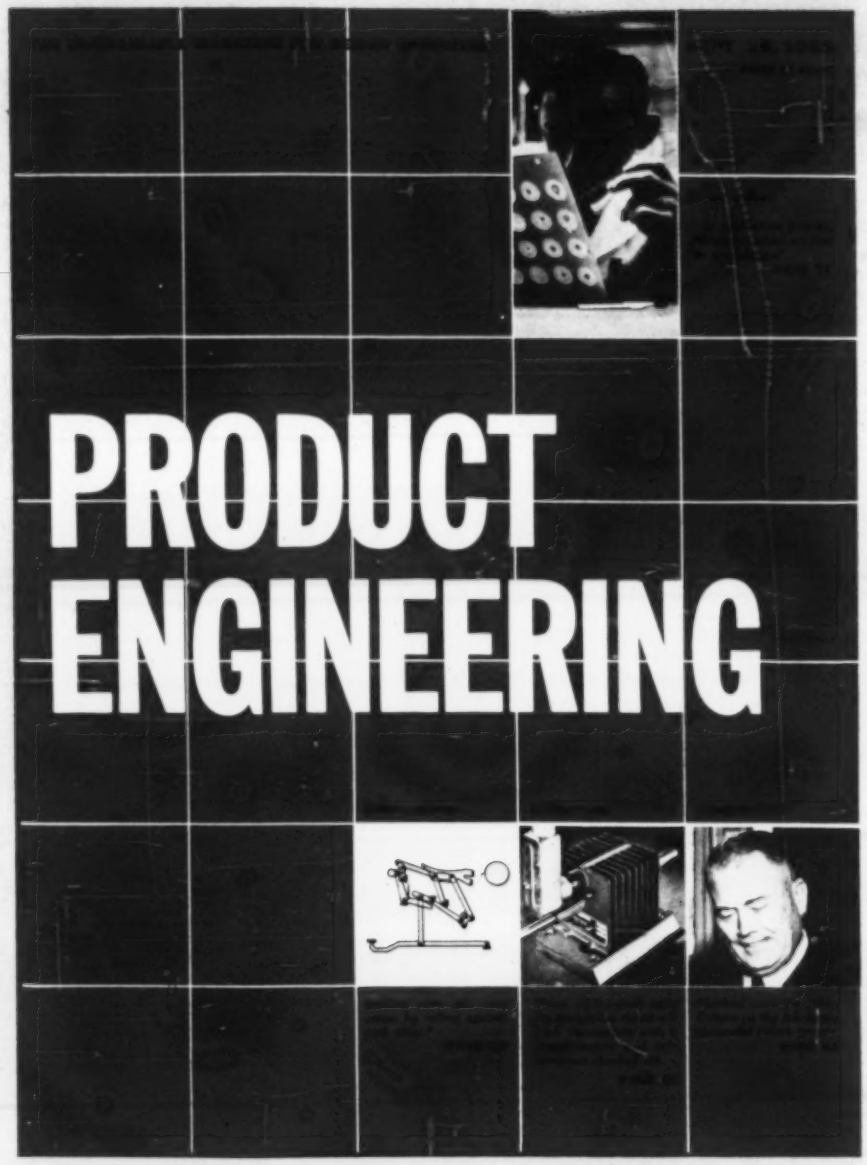
CONOVER-MAST PUBLICATIONS, INC. 205 E. 42nd STREET, N.Y. 17, N.Y.



The Design

Product design engineering comes up with another new, exciting concept—the Black & Decker Cordless Electric Drill. The breakthrough idea here is the new power source —a series of high energy cells with a radically different, highly efficient motor.

This is just one example of product design engineering at work. At work to produce new design ideas that lead to new engineered products that, in turn, create new markets.



The Design Engineer

This is the guiding mind behind the new design idea. Mr. George W. McCarty, vice president in charge of research and development at Black & Decker says: "We had to come up with a completely new concept on this project—the kind of original design thinking and of new materials application that creates a truly new product and that leads to other new product possibilities. This unique new kind of power source opens the door wide to all kinds of portable appliances in the future."

The Design Engineer's Magazine

Mr. McCarty is a long-time subscriber to PRODUCT ENGINEERING. "It keeps me up-to-date on all phases of the product design function," he says, "and being up-to-date is vital to our operation. Many specific references, gleaned from articles and advertisements, have helped us in design approaches and design decisions. I personally read PRODUCT ENGINEERING regularly."

52,000 product engineers agree with Mr. McCarty. Their ideas lead to new engineered products. They specify the materials and components in these products. In 1961, $43 billion in materials and components are being specified for engineered products. To reach and influence this market, start at the starting point (the product engineer) in the starting place . . . PRODUCT ENGINEERING.

AUDITED PAID CIRCULATION ABC

EDITORIAL LEADERSHIP ABP

A McGRAW-HILL PUBLICATION

Burrelle's
Established 1888

Clipping Analysis

Now...Get Concise, Periodic Reports

Burrelle's prompt and thorough clipping service has long supplied P R Directors with clippings from daily and weekly newspapers, magazines and trade papers.

Now, in addition, Burrelle's offers *Professional Clipping Analysis* – confidential, interpretive, statistical reports sent to you each month. This new service . . .

. . . gives management impressive, comprehensive evidence of your accomplishments.

. . . keeps you posted, helps you establish even more effective future P R programs.

. . . relieves your staff of time-consuming details.

Phone us today–or drop us a note–so that we can discuss with you how *Professional Clipping Analysis* can best serve your needs.

BURRELLE'S PRESS CLIPPING BUREAU

165 Church St., New York 7, N.Y. — Phone BArclay 7-5371

SALES OFFICES

1868 Columbia Rd. NW, Washington 9, D.C., COlumbia 5-1757
Magee Bldg., Pittsburgh 22, Pa., COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill., WAbash 2-5371
1456 N. Crescent Hts. Blvd., Los Angeles 46, Calif., OLdfield 6-0304

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Agency Management Seminar, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Management Assn., workshop seminar on package design and merchandising, Hotel Astor, New York, Oct. 2-4.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, new products workshop, Waldorf Astoria, New York, Sept. 28.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

Industrial Advertising Research Institute, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Sheraton-Dallas Hotel, Dallas, Oct. 9; Jefferson Hotel, St. Louis, Oct. 13; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8; western regional meeting, Miramar Hotel, Santa Monica, Cal., Oct. 13-15.

National Newspaper Promotion Assn., midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24; 10th annual western regional workshop, Winthrop Hotel, Tacoma, Wash., Oct. 1-4; southern regional workshop, Claridge Hotel, Memphis, Oct. 11-14.

New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

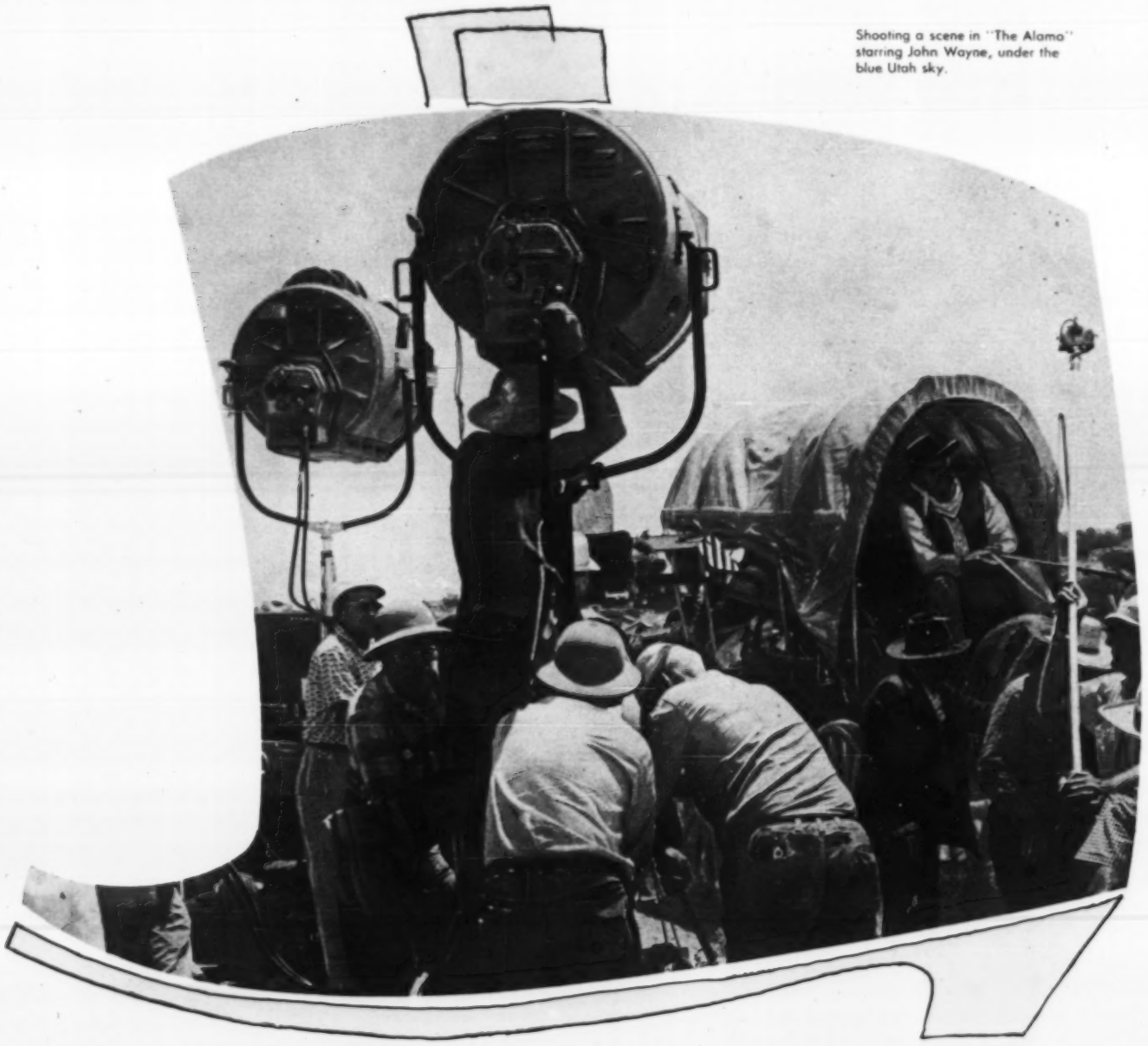
Printing Industry of America, diamond jubilee convention, Pittsburgh Hilton Hotel, Pittsburgh, Oct. 9-14.

Radio Bureau of Advertising, The Town House, Omaha, Oct. 5-6; Rickey's Studio Inn, Palo Alto, Cal, Oct. 9-10; Detroit, Oct. 12-13.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

SNEAKY—*Leather Industries of America will run this color page in the November Seventeen in a drive to recoup teen age sales lost to sneakers, which now account for a quarter of all footwear sales. Daniel & Charles is the agency.*



Shooting a scene in "The Alamo" starring John Wayne, under the blue Utah sky.

ARE WESTERNS WESTERN?

There is an almost continuous succession of Hollywood stars and crews at work in the colorful country around Kanab in southern Utah. They spend many thousands of dollars here for local supplies and the hiring of local residents as extras. It all adds to the $2 billion a year spent in retail stores in the Salt Lake market.

That's why we say, take Salt Lake. It's a market of 1½ million consumers, served and sold by **The Salt Lake Tribune-Deseret News and Telegram.**

Represented nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

THE MOST INFLUENTIAL ENDORSEMENT

TESTED AND APPROVED CONSUMERS INSTITUTE non-profit

29 H Street NW Wash. 1, DC

AMONG THE MILLION POPULATION MARKETS

Only in Milwaukee can you buy such complete one-paper coverage at such low cost

20 Largest Metropolitan Areas	Leading Daily Paper in Metropolitan Area Circulation	Milline Rate 10,000 Line*	% Coverage Metropolitan Area Households
New York 10,659,100	New York News 1,396,668	Detroit News 1.91	**MILWAUKEE JOURNAL 81.0%**
Los Angeles 6,777,300	Detroit News 691,200	New York News 1.96	Baltimore Sun (C) 77.4%
Chicago 6,199,400	Chicago Tribune 675,213	Chicago Tribune 2.13	Minneapolis Star-Trib. (C) 75.7%
Philadelphia 6,317,500	Philadelphia Bulletin 644,045	**MILWAUKEE JOURNAL 2.17**	Buffalo News 67.2%
Detroit 3,766,000	Los Angeles Times 440,874	Philadelphia Bulletin 2.21	Cleveland Press-News 67.2%
Boston 3,097,300	Baltimore Sun (C) 382,637	Los Angeles Times 2.22	Detroit News 64.0%
San Francisco-Oakland 2,744,800	Cleveland Press-News 363,614	Minneapolis Star-Trib. (C) 2.35	Washington Post 58.6%
Pittsburgh 2,406,800	St. Louis Post-Dispatch 345,812	Cleveland Press-News 2.42 F	St. Louis Post-Dispatch 55.4%
St. Louis 2,053,700	Minneapolis Star-Trib. (C) 340,733	St. Louis Post-Dispatch 2.44	Seattle Times 54.8%
Washington, D. C. 1,982,500	Washington Post 331,887	Pittsburgh Press 2.56	Philadelphia Bulletin 51.8%
Cleveland 1,793,000	Boston Globe (C) 292,336	Baltimore Sun (C) 2.61 F	Dallas Time-Herald 51.3%
Baltimore 1,717,200	Pittsburgh Press 289,842	Washington Post 2.70	New York News 43.0%
Newark 1,689,200	**MILWAUKEE JOURNAL 288,896**	Buffalo News 2.77 F	Newark News 42.4%
Minneapolis-St. Paul 1,485,800	Buffalo News 258,824	Dallas Times-Herald 2.86 F	Pittsburgh Press 42.1%
Buffalo 1,308,200	Newark News 208,380	Seattle Times 2.88	Houston Chronicle 39.9%
Houston 1,248,300	Oakland Tribune 202,944	Houston Chronicle 2.94	Chicago Tribune 35.7%
MILWAUKEE 1,209.200	Seattle Times 201,770	Newark News 3.20	Boston Globe (C) 33.0%
Paterson-Clifton 1,193,200	Dallas Times-Herald 173,347	Boston Globe (C) 3.20	Hackensack Record 24.7%
Seattle 1,102,500	Houston Chronicle 152,913	Oakland Tribune 3.61 F	Oakland Tribune 22.6%
Dallas 1,084,200	Hackensack Record 89,930	Hackensack Record 3.74	Los Angeles Times 22.6%

Source: Standard Rate and Data Service Newspaper Circulation Analysis, Jan., 1961. *Milline rates from SRDS Newspaper Rates and Data, June, 1961, based on annual bulk discount rate for 10,000 lines, or equivalent page discount where available. 2% cash discount deducted. F indicates flat rate. (C) Morning-Evening Combination Newspaper.

THE MILWAUKEE JOURNAL

Member of Million Market Newspapers, Inc.

New York Chicago Detroit Los Angeles San Francisco

Bennett Pushes Foreign, Luxury Wares; Builds Record of Growth

(Continued from Page 3)

as U.S. representative for the Great Western Railway, then one of the major trunk lines of Britain. Working for the railroad was a family tradition. Mr. Bennett's father and grandfather were both railroad men.

The depression set in and Britain went off the gold standard in 1932. Great Western then closed its U.S. office, and Mr. Bennett was asked to return to the home office.

By that time, however, Mr. Bennett's perspective had altered. One year after arriving here he married Maxine Yorty, the daughter of an American physician. He had also decided that he liked America —and would remain here.

■ He went to work for American Express, which had been appointed Great Western's representative here. In 1935, he joined the advertising staff of the old *New York Sun*, where he was able to put his British background to good use. He produced for the *Sun* in 1936 a 48-page international travel supplement keyed to the coronation of George VI. Considering the times, this was an impressive accomplishment. Mr. Bennett sold space in the section to virtually every colony, dominion and territory in the British Empire.

In 1937, Mr. Bennett set himself up, as U.S. representative for the South African newspaper chain owned by the Schlesinger interests. He sold advertising for the newspapers and also bought editorial features for them. In this connection, he became one of the founding members of the International Advertising Assn. in 1938.

■ Mr. Bennett's next venture was *Flite Plan*, an aviation guide launched in 1939. This was a monthly timetable listing flights by all airline carriers from New York to every city in the U.S. served by air—as well as to foreign cities served directly from New York. In addition to listing arrival and departure times, *Flite Plan* showed fares, distance from the airport to the center of the city and the amount of time (and cab fare) it took to negotiate this distance. The guide carried advertisements from hotels, restaurants, theaters, night clubs and stores.

Mr. Bennett became a U.S. citizen in 1940, much to the chagrin of his wife, who refused to attend the naturalization ceremonies. Mr. Bennett said she could never understand why anyone would want to give up his natural citizenship.

■ Pearl Harbor brought a quick death to *Flite Plan*, and Mr. Bennett then entered radio broadcasting as an account executive with WOR in New York. Mr. Bennett sold time on WOR to Matthew B. Rosenhaus, head of Serutan (and now board chairman of J. B. Williams Co.), and in 1942 Mr. Rosenhaus induced Mr. Bennett to move over to his Newark station, WAAT, as vp in charge of sales.

Mr. Bennett remained with WAAT for five years, and another bigtime radio advertiser, Longines Wittnauer Watch Co., figured in his next move. Mr. Bennett had become acquainted with M. F. Cartoun, head of Longines, and the watch company gave him the go-ahead to organize his own agency. Victor A. Bennett Co. opened its doors on March 15, 1948, with Longines as the charter client.

20 YEARS AGO—*A somewhat slimmer Vic Bennett was photographed with fellow employes at Radio Station WOR.*

For five years Longines continued to be the soupbone account, with the Bennett staff totaling no more than 20. The shop then began to grow. It was not a spectacular overnight growth but a slow steady expansion that has resulted in billings being tripled to a total of about $6,000,000.

■ The logic of this growth can be found in Mr. Bennett's assiduous cultivation of two areas: Luxury goods and services ("I'd rather be in *Holiday* and *The New Yorker* than in *Life* and *The Saturday Evening Post*," he says) and British products and services ("I thought I would explain the strange British mind to Americans and the strange American mind to the British," he says).

The Bennett agency has had a long association with *les choses anglaises*. It handled advertising for Bovril (than which there is nothing more British), Austin cars and Guinness stout. It had, for a while, a close association with two London agencies, Alfred Pemberton Ltd. and Robert Freeman Co. A big break came in 1954 when it began working for Britain's National Wool Textile Export Corp. (British Woollens), an account that put Bennett into the pr business in a big way, since it involved the whole political question of import quotas and tariffs. To handle this phase, Bennett Associates was organized as a pr division—and it now accounts for more than 15% of Bennett's total volume.

■ British Woollens was followed in 1955 by British Overseas Airways Corp. BOAC was interested in an agency that would be willing to accept payment in sterling. Vic Bennett, who grew up in an environment where sterling was the coin of the realm, was quite willing. When BOAC came into the shop, it was billing about $900,000; today, the account is worth more than $2,000,000.

Guinness was never a big account, but it made Bennett an agency for Heublein Inc., the importer. It was then assigned another Heublein British import, Harvey's wines and sherries. When the Bryan Houston agency folded, Bennett added Relska vodka. Heublein has since given Bennett Perrier water, a French import, and a test campaign for its new line of "chill and serve" cocktails.

Bennett's top three accounts today are BOAC, British Woollens and Heublein—and there's a British link to each of them. The agency also handles the Greek National Tourist Office, the East African Tourist Travel Assn. and Cunard-Union Castle Lines.

■ Missing from the roster is client No. 1, Longines, which earlier this year moved into an agency headed by the company ad director. Mr. Bennett said that, despite the $1,000,000 Longines loss, the agency will reach a new high in billings and profits this year.

The estimated $6,000,000 volume is handled by a staff of 75, 14 of them assigned to Bennett Associates, which has offices in New York, Washington and London. Victor A. Bennett Co. has a branch in San Francisco. The No. 2 man in the shop is Edward D. Kahn, a graphic arts specialist and former teacher of printing, who joined the agency 12 years ago. He is vp and general manager.

With London as a lodestone, and with travel and transportation accounts bulking large on the client list, Mr. Bennett does a good deal of traveling. He crosses the Atlantic four times a year; last year he went around the world.

■ Now 55 years old and a widower (his wife died at the end of 1959), Vic Bennett cuts an impressive figure on Madison Ave.—a long way from the British railroads. He is a stocky man, 6'2" tall and well over 200 lbs., with a neatly trimmed moustache and a head that is nearly entirely bald. He has two sons, Duncan and Ian. Duncan has just begun his career as a *Saturday Evening Post* salesman in Boston. Ian is a student at Trinity College in Hartford. ≠

Soss Names Goldberg

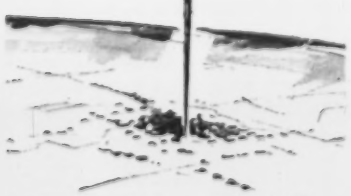
Soss Mfg. Co., Detroit, has named Harry H. Goldberg Jr. Advertising, Detroit, to handle national advertising and publicity.

979' high or 1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.



WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

WITH THE DUKE—*Victor Bennett and the Duke of Edinburgh tour the British Exhibition held in New York last year.*

NEW LONDON
Sales Key to a $415 Million EBI Metro Area

Here in the New London-Groton-Norwich metro area, Effective Buying Income exceeds $415 million*. And 51% of the entire metro area population is in New London's ABC City Zone. Only The Day's 90% ABC City Zone coverage gives you the sales key to this rich area.

*SM '61 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

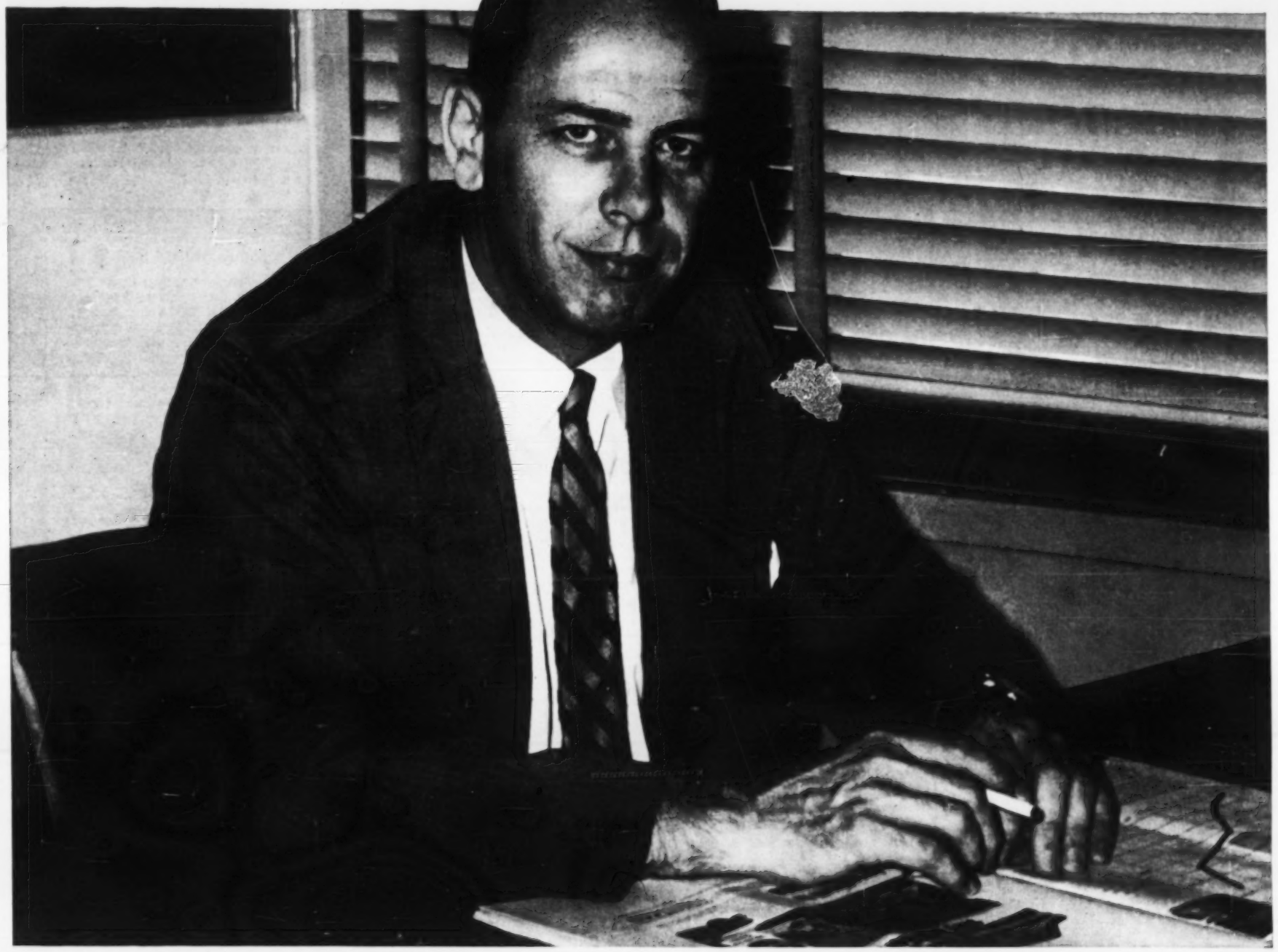
THINK
WINSTON-SALEM
where business is expanding . . . where business is good.

THINK
JOURNAL and SENTINEL
for over 100% coverage in the Metropolitan Area and over 70% coverage in the 11-county Journal and Sentinel trading area.

THINK
SALES
because here is a market where people have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
WINSTON-SALEM JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

One of a series of comments on Metropolitan Oakland as a market by food marketing executives.



One of the big problems faced by grocery products' manufacturers in the very dynamic 60's is the ability to evaluate and predict individual market potentials, so that manpower and marketing resources can be applied intelligently. We have long felt at Armour and Company that Northern California, with a rapid rate of growth and a unique vitality, presents a prime market for our products.

The Metropolitan Oakland Area market, comprised of Alameda and Contra Costa Counties, is the largest population center in Northern California, and continues to show a strong growth pattern in almost every measureable category, from population to retail sales. Retail food sales in the Metropolitan Oakland Area confirm its increasing importance to grocery products' manufacturers, because people and money concentrate in larger population centers.

Marketing men will do well to take a long ook at the sales potential of Alameda and Contra Costa Counties, the largest market in Northern California and one of the most dynamic markets in the country.

K. L. SKILLIN, Marketing Director
ARMOUR AND COMPANY

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

National Representatives:
CRESMER & WOODWARD, INC.

Member Metro Sunday Comics Network

GO BIG.. BE BIG
In the TRIBUNE...

*GREATEST HOME DELIVERED CIRCULATION IN NORTHERN CALIFORNIA

Texas-Kentucky Hoe Cake Cornbread

1 cup cornmeal
1 teaspoon salt
boiling water

Heat cornmeal in oven to make it crisp. Mix salt with it, and add enough boiling water to hold the meal together. Moisten hands in cold sweet milk and shape meal mixture into small, oblong patties about ½ inch thick. Fry in enough hot fat to almost cover patty. Cook until golden brown, turning once. **6 to 8 servings.**

Old Virginia Sally Lunn

½ cup scalded milk
6 tablespoons shortening
1 package dry yeast
¼ cup warm water
2 cups sifted flour
2 tablespoons sugar
½ teaspoon salt
2 eggs

Combine milk, shortening; cool until lukewarm. Meanwhile dissolve yeast. In a large bowl combine flour, sugar, and salt; make a well in the center. Stir in yeast, then milk mixture. Let rise in a warm place about 20 minutes. Stir in beaten eggs, and mix well. Cover with a clean towel and let rise until doubled in bulk (about 2 hours). Then beat well and turn into greased tube cake pan. Cover with a clean towel and let rise in warm place until doubled in bulk. Bake at 425 degrees F. for 15 or 20 minutes, or until done. Serve hot; first split across and butter, then cut into wedges. Or next day, toast wedges. **1 large Sally Lunn or 2 loaves.**

Georgia Hot Sausage Pie

1 pound pork sausage
2 cups canned tomatoes
2 cups whole-kernel corn
2 tablespoons minced onion
2 tablespoons bacon fat
3 tablespoons flour
1 teaspoon sugar
1 teaspoon salt

Cook sausage slowly in skillet until brown, crumbly, and well done. Add tomatoes and drained corn; simmer 10 minutes. Saute onion in bacon fat; mix flour, sugar, and salt; blend with bacon fat and onion. Add to sausage and vegetables; heat to boiling point. Spoon into baking dish; top with slices of buttered bread cut in triangles, biscuit dough, breadcrumbs, or pastry. Bake at 425 degrees F. for 20 minutes, or until topping is browned. Serve hot. **6 to 8 servings.**

South Carolina Shrimp Gumbo

½ cup bacon drippings
½ cup flour
salt
1 medium-sized onion, chopped
2 stalks celery, chopped
1 green pepper
1 cup cooked tomatoes
1 pound country sausage
3 pints water
1½ pounds shrimp

Heat bacon drippings in large saucepan. Add ½ cup flour, or enough to blend with fat. Add salt. Stir until as brown as possible without burning. Add onion, celery, and pepper, and stir until wilted. Add tomatoes and fry for a minute or two, stirring constantly. Add sausage, cut into circles, and the water. Cook all together until well done; then add shrimp. Cook shrimp only a short time (about 7 minutes), or it will break into pieces. Serve over hot rice. **10 servings.**

Maryland Crabs Imperial

1 tablespoon butter or margarine
1 cup cream
½ teaspoon salt
⅛ teaspoon red pepper
½ teaspoon dry mustard
1 tablespoon Worcestershire sauce
1 teaspoon vinegar
1 cup finely chopped red and green pepper
¾ cup breadcrumbs
1 pound crabmeat

Melt butter or margarine; add cream, salt, red pepper, mustard, Worcestershire sauce, and vinegar. When thoroughly mixed and heated, add red and green peppers and ¾ cup breadcrumbs. Mix well. Remove from heat, and very gently mix in crabmeat. Stuff shells, mounding high, remembering not to break the lumps of crabmeat. Sprinkle lightly with breadcrumbs and bake at 400 degrees F. until brown. **4 to 6 servings.**

Brunswick Stew

1 hog's head or small hen
2 pounds boneless stew meat
1 pound onions
3 pounds potatoes
2 cans tomatoes
2 cans cream-style corn
1 can English peas
1 can lima beans
1½ bottles ketchup
1 bottle Worcestershire sauce
½ cup vinegar
¾ cup lemon juice
4 teaspoons Tabasco sauce
2 tablespoons salt
black pepper

Cook the hog's head or hen and stew meat until well done or meat leaves the bone. Grind and set meat aside. Put onions and potatoes through food grinder and add to the broth. Cook until well done. Add meat and other ingredients. Cook on low heat until well done and thick (about 2 to 3 hours). Serve hot; or cool, pour into containers, and freeze. **5 to 6 quarts.**

Our Favorite Pecan Pie

Walnuts or hickory nuts may be substituted for pecans

3 eggs
1 cup white sugar
1 cup dark corn syrup
1 cup whole pecans
⅛ teaspoon salt
1 teaspoon vanilla

Beat eggs, sugar, and corn syrup together. Mix in the pecans, and add salt and vanilla. Pour into a pastry-lined 9-inch pie plate. Bake at 425 degrees F. for 10 minutes, then reduce heat to 350 degrees F. and complete baking in 25 or 30 minutes. While the pie is still hot, brush melted butter or margarine over pecans. Serve pie slightly warm or cold, with or without whipped cream. **8 to 10 servings.**

Delaware Butter Balls

1 cup butter or margarine
½ cup powdered sugar
1 teaspoon vanilla
2½ cups flour
½ teaspoon salt
¾ cup walnuts, chopped fine

Cream butter or margarine and add sugar gradually; add vanilla. Sift flour, measure, and add to creamed mixture. Add salt and nuts. Roll in ¾-inch balls. Bake in greased pan at 350 degrees F. for 20 minutes. Roll in powdered sugar while still warm, and again when cool.

Tennessee Molasses Pie

½ cup brown sugar
3 teaspoons cornmeal
1 cup molasses or syrup
2 tablespoons butter or margarine
4 eggs
1 teaspoon vanilla
uncooked pastry shell

Mix brown sugar and cornmeal, and cream into molasses, butter, and lightly beaten eggs. Add vanilla, and bake in uncooked pastry shell at 375 degrees F. for 40 minutes, or until filling is firm. **6 to 8 servings.**

Florida Stuffed Quail

Allow two birds for each guest. Leaving quail whole, pluck and clean them carefully, saving the hearts and gizzards. Sprinkle the quail inside and out with salt, then stuff lightly with a bread dressing made by mixing together thoroughly 3 or 4 cups of crumbled bread, a medium-sized onion minced fine, ½ cup of raisins, salt, pepper, sage, thyme, and paprika to taste, and about ½ cup salad oil or bacon drippings. Tuck a heart and a gizzard into each bird, and sew up the openings with a strong, white thread.

Brown the quail on all sides in plenty of hot shortening in a heavy skillet, salting and peppering them as they cook; then add hot water to fill the skillet about two-thirds full, cover, and cook slowly until the birds are tender. Add a little more water occasionally, if needed. Remove the quail and keep hot while you thicken the remaining liquid with flour and water paste. **Season to taste.**

Ozark Pudding

½ cup sifted flour
2 teaspoons baking powder
½ teaspoon salt
2 eggs
1 cup brown sugar (packed)
2 teaspoons vanilla
1 cup chopped walnuts
1 cup finely chopped peeled apples

Sift flour, baking powder, and salt. Beat eggs, add sugar, and beat until creamy. Stir in dry ingredients and mix. Add vanilla, nuts, and apples. Pour into well greased 10-inch pie-pan and bake at 350 degrees F. for 35 minutes. Serve hot or cold with whipped cream. **8 servings.**

RECIPES FROM THE PROGRESSIVE FARMER

Southerners prefer Southern cooking and the cooks of 1,411,000 Southern households get new recipes each month from the food pages of The Progressive Farmer. Designed to appeal to the particular tastes of Southerners, these recipes are tested and approved by The Progressive Farmer's own test kitchen and by a representative group of leading farm women throughout the South.

Southern cooking is different, just as the South is uniquely different . . . different in geography and climate . . . different in the type and personality of its people . . . different in the way it works and lives . . . different in its reading habits . . . different in that it is far more rural than the rest of the country.

Your recipe for sales in the rural South is your advertising in The Progressive Farmer—a Southern magazine, edited by Southerners for Southerners for 75 years. Published monthly in five separate editions localized to the five distinct farming areas of the South, The Progressive Farmer is a local magazine to each of its 5,785,000 readers. This intensely-localized editorial service gives your advertising powerful local influence in the 16 Southern states.

The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

September Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960
General Farm Publications										
Alabama Farmer: (mon)										
North Edition	7.3	—	60.0	—	5,509	—	45,394	—	5,453	—
South Edition	7.5	—	64.2	—	5,670	—	48,554	—	5,614	—
Average 2 Editions	7.4	—	62.1	—	5,589	—	46,974	—	5,533	—
†American Agriculturist (sm)	30.3	24.6	240.1	280.0	22,047	17,904	174,791	203,822	20,027	15,708
§Arizona Farmer-Ranchman (bw)	51.8	49.6	465.5	529.2	39,234	37,502	351,987	400,107	38,675	36,698
Arkansas Farmer: (mon)										
‡Delta Edition	11.9	11.3	137.7	164.4	9,044	8,540	104,126	124,303	8,903	7,996
‡Western Edition	11.3	11.1	100.3	144.1	8,513	8,396	75,813	108,937	8,372	7,908
Average 2 Editions	11.6	11.2	119.0	154.3	8,778	8,468	89,969	116,620	8,638	7,952
Better Farming Methods: (mon)										
‡Eastern Edition	20.7	16.3	160.4	179.8	8,863	6,975	68,822	77,143	8,863	6,975
‡Central Edition	22.6	17.1	190.7	196.9	9,712	7,328	81,831	84,468	9,712	7,328
‡Southern Edition	20.8	15.7	171.6	189.8	8,933	6,756	73,602	81,415	8,933	6,756
‡Western Edition	19.3	14.9	147.7	179.6	8,294	6,400	63,379	77,053	8,294	6,400
Average 4 Editions	20.9	16.0	167.6	186.5	8,950	6,865	71,909	80,020	8,950	6,865
Business Farming (mon)	21.4	24.0	236.3	290.7	9,624	10,831	106,339	130,856	8,691	9,247
§California Farmer: (sm)										
Central Valley Edition	35.6	38.8	325.7	333.6	24,724	23,523	238,576	252,647	24,236	22,892
Northern & Comb. Ed.	45.3	42.0	391.3	363.5	27,398	25,447	280,126	276,901	27,134	25,488
Southern Edition	34.7	35.7	315.4	313.3	20,982	21,647	223,528	237,416	20,400	20,884
Average 3 Editions	38.5	38.8	344.1	336.8	24,368	23,539	247,410	255,655	27,290	23,088
Colorado Rancher & Farmer (sm)	35.2	37.0	336.4	349.3	26,617	27,995	254,771	264,326	25,226	26,819
Dakota Farmer (sm)	41.5	35.2	378.2	479.8	32,540	27,619	296,554	376,214	21,413	27,003
‡Electricity on the Farm (mon)	11.8	—	70.3	79.6	3,949	—	22,227	27,468	—	—
The Farmer (sm)	84.4	87.6	748.3	770.5	66,184	68,695	586,666	604,088	61,108	63,566
Farmer-Stockman: (mon)										
†††‡Kansas Edition	31.1	—	31.1	—	23,658	—	23,658	—	21,876	—
‡Oklahoma Edition	38.4	23.2	311.2	281.9	29,186	17,656	236,567	214,303	27,425	16,116
‡Texas Edition	24.0	19.1	246.5	243.4	18,271	14,531	202,297	202,362	16,489	12,991
|||Average 3 Editions	31.2	21.1	278.9	262.7	23,705	16,094	219,432	208,232	21,930	14,554
Farm Journal: (mon)										
‡Central Edition	87.7	74.6	712.7	747.8	37,605	32,017	305,739	320,802	36,468	30,821
‡Eastern Edition	73.1	60.1	611.0	618.1	31,346	25,797	262,098	265,180	30,209	24,601
‡Southeastern Edition	60.1	49.6	494.4	513.1	25,770	21,299	212,118	220,124	24,633	20,103
‡Southwestern Edition	68.2	51.0	514.5	522.1	29,274	21,870	220,702	223,986	28,137	20,674
‡Western Edition	77.6	61.8	617.0	631.4	33,301	26,518	264,697	270,891	32,164	25,322
Average 5 Editions	73.3	59.4	589.9	606.5	31,459	25,500	253,071	260,197	30,322	24,304
*Farm Quarterly (q)	—	—	311.2	299.4	—	—	143,744	138,323	45,735	39,705
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	24.5	25.1	267.8	292.7	10,511	10,789	114,920	125,560	8,712	9,319
‡Southwestern Edition	28.0	25.7	278.7	303.3	12,003	11,009	119,589	130,098	10,005	9,432
Average 2 Editions	25.9	25.3	272.2	296.8	11,093	10,875	116,739	127,327	9,216	9,363
Georgia Farmer: (mon)										
‡North Edition	8.0	8.1	76.5	120.2	6,000	6,118	57,796	90,935	5,904	5,526
‡South Edition	8.1	8.1	97.2	143.4	6,109	6,160	73,522	108,431	6,013	5,568
Average 2 Editions	8.1	8.1	86.8	131.8	6,055	6,139	65,659	99,683	5,959	5,547
Indiana Farmer (mon)	13.3	15.0	142.6	123.4	10,200	11,529	109,510	94,784	9,073	9,945
**§Kansas Farmer (sm)	38.5	37.3	349.1	304.3	29,564	28,311	268,089	231,298	27,660	27,765
‡‡Kentucky Farmer (mon)	14.0	15.0	120.2	166.6	10,721	11,541	92,333	127,981	9,629	9,925
Michigan Farmer (sm)	62.8	48.1	460.5	485.0	48,252	36,945	353,638	372,466	40,854	30,107
Mississippi Farmer: (mon)										
‡Delta Edition	8.2	6.7	83.5	124.4	6,233	5,116	63,177	94,098	6,143	4,418
‡Eastern Edition	7.1	6.8	57.6	103.0	5,371	5,170	43,535	77,937	5,281	4,528
Average 2 Editions	7.7	6.8	70.6	113.7	5,802	5,143	53,356	86,018	5,712	4,473
**§Missouri Ruralist (sm)	49.6	39.1	340.5	302.0	38,102	29,740	261,541	229,516	30,727	21,981
Montana Farmer-Stockman (sm)	72.3	82.0	473.6	532.0	54,673	62,013	358,013	402,227	29,337	33,355
Nebraska Farmer (sm)	88.6	107.7	753.6	774.6	67,008	81,393	569,805	585,785	62,213	68,233
††§New England Homestead (sm)	10.4	13.4	152.9	198.2	7,303	9,380	101,169	138,757	5,225	5,813
New Mexico Farm & Ranch (mon)	17.9	19.2	183.9	186.8	13,566	14,566	139,287	141,546	13,454	14,440
§Ohio Farmer (sm)	57.1	57.3	496.7	519.4	43,828	44,040	381,458	398,876	38,050	37,701
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	30.8	26.0	310.4	305.4	23,298	19,641	234,656	230,887	22,067	18,406
The Oregon Farmer	25.3	25.2	268.2	284.6	19,094	19,078	202,805	215,260	18,095	17,756
The Utah Farmer	29.6	24.8	300.7	290.7	22,389	18,725	227,313	219,777	20,268	16,723
The Washington Farmer	28.5	26.0	282.0	304.8	21,548	19,624	213,263	230,441	20,449	18,390
§Pennsylvania Farmer (sm)	33.9	27.5	364.7	370.3	25,834	21,092	281,067	284,388	22,219	17,907
Prairie Farmer: (sm)										
‡Illinois Edition	125.2	132.5	899.9	892.1	91,153	96,484	655,136	649,502	81,652	86,554
‡Indiana Edition	125.5	123.9	852.2	853.9	91,395	90,202	620,456	621,698	81,894	80,272
Average 2 Editions	125.4	128.2	862.3	873.1	91,274	93,343	627,793	635,600	81,773	83,413
Progressive Farmer: (mon)										
‡Caroline-Va. Edition	56.8	63.6	570.2	644.7	38,642	43,266	387,747	438,407	36,961	41,613
‡Ga.-Ala.-Fla. Edition	61.1	64.2	590.2	647.6	41,557	43,664	401,335	440,390	40,136	41,865
‡Ky.-Tenn.-W. Va. Ed.	57.3	62.3	540.4	605.7	38,952	42,351	367,504	411,876	37,664	40,863
‡Miss.-La.-Ark. Edition	56.5	61.9	550.7	598.6	38,407	42,146	374,445	407,015	37,073	40,541
‡Texas Edition	60.1	64.1	550.4	620.8	40,872	43,581	374,290	422,112	39,414	41,803
Average 5 Editions	58.4	63.2	560.4	623.5	39,686	43,002	381,066	423,960	38,250	41,337
Rural New-Yorker: (mon)										
‡New York-New England Edition	26.8	15.9	178.4	187.8	20,479	12,115	136,285	143,457	18,429	9,735
‡Penn.-Jersey Farming Ed.	22.5	14.6	156.9	176.3	17,194	11,162	119,907	134,713	15,144	8,872
Average 2 Editions	24.7	15.2	167.7	182.0	18,837	11,639	128,096	139,085	16,787	9,304
Southern Planter: (mon)										
‡Va., W.Va., Md., Del. Ed.	19.3	19.3	192.4	210.1	13,480	13,539	134,748	147,097	13,100	13,217
‡N. Car., S. Car., Ga. Ed.	13.8	13.4	149.4	177.7	9,687	9,391	104,581	124,312	9,307	9,069
Average 2 Editions	16.6	16.4	170.9	193.9	11,584	11,466	119,665	135,705	11,204	11,143
Successful Farming (mon)	75.8	81.8	594.2	677.2	34,111	36,830	267,403	304,719	33,422	36,189
‡‡Tennessee Farmer & Homemaker (mon)	10.5	8.8	83.1	124.0	8,101	6,731	63,793	95,213	7,349	6,088
Wallaces' Farmer (sm)	107.4	105.7	809.1	839.6	84,178	82,877	634,334	658,232	72,011	71,811
Western Crops & Farm Management (mon)	12.0	22.7	193.2	207.2	5,127	9,737	82,904	88,894	5,127	9,737
Western Farm Life: (sm)										
‡Regular Edition	19.0	19.9	160.7	165.5	15,068	15,648	126,004	129,790	9,541	11,520
‡Eastern Edition	23.4	23.9	206.9	212.1	18,375	18,797	162,234	166,306	12,848	14,480
Average 2 Editions	21.3	21.9	183.8	188.8	16,721	17,222	144,119	148,048	11,194	13,000
Wisconsin Agriculturist (sm)	63.9	68.1	562.7	563.5	50,119	53,410	441,138	441,782	48,409	52,404
Wyoming Stockman-Farmer (mon)	45.4	41.4	429.7	397.8	35,602	32,578	336,896	305,018	27,801	25,867
Total Group	1,241.0	1,216.7	10,719.4	11,440.6	862,152	848,950	7,351,994	7,824,239	796,347	781,404

‡Not included in totals. §Not included in totals; as September figures were unavailable as this issue went to press August figures are shown. †One issue September 1961; two issues September 1960. ‡No September 1960 issue. †††First published September 1961. \|\|\|1960 figures are for two editions only. *Published quarterly in February, May, August and November; cumulative figures shown are for August issue. **Changed from 760-line page to 768-line page January 1961. ‡‡Changed from 784-line page to 768-line page January 1961. ††One issue August 1961; two issues August 1960.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	16.9	21.9	123.0	155.8	16,853	21,870	122,977	155,800	16,514	21,537
Texas Ranch & Farm (mon)	8.5	5.3	103.5	119.8	8,484	5,292	103,502	119,798	8,022	5,026
Total Group	25.4	27.2	226.5	275.6	25,337	27,162	226,479	275,598	24,536	26,563

Farm Organizations and Education

Agricultural Leaders' Digest (mon)	8.4	9.7	57.6	61.8	3,607	4,172	24,779	26,513	3,607	4,172
Buckeye Farm News (mon)	22.8	12.3	153.0	125.2	10,283	5,543	69,058	56,488	—	—
County Agent & Vo-Ag Teacher (mon)	22.8	20.3	188.2	214.6	9,767	8,706	80,753	92,060	9,767	8,706
§Iowa Farm Bureau Spokesman (w)	36.6	42.4	388.2	431.4	37,149	43,035	393,804	439,292	35,080	40,416
Michigan Farm News (mon)	2.8	2.8	22.9	20.6	6,423	6,490	53,237	47,286	5,999	5,875
Missouri Farmer (mon)	19.2	14.6	119.0	116.7	8,057	6,120	49,665	49,035	3,961	5,314
National 4-H News (mon)	10.2	22.9	119.0	169.3	4,270	9,609	49,997	71,079	4,270	9,609
†National Future Farmer (bm)	—	—	105.2	139.1	—	—	45,427	60,380	6,745	11,612
*Nation's Agriculture (mon)	3.4	4.8	38.8	46.7	1,493	2,082	16,675	20,053	1,314	1,912
§Washington Grange News: (sm)										
East Edition	10.8	14.9	105.5	110.7	11,760	16,212	114,716	119,767	11,480	15,792
West Edition	10.8	15.1	103.3	109.8	11,732	16,366	112,168	118,467	11,452	15,946
Average 2 Editions	10.8	15.0	104.4	110.3	11,746	16,289	113,487	119,517	11,466	15,869
Total Group	89.6	87.4	803.7	894.0	43,900	42,722	389,591	422,894	35,663	47,200

§Not included in totals; as September figures were unavailable as this issue went to press August figures are shown. *Changed from 450-line page to 429-line page April 1961. †Published bi-monthly; cumulative figures shown are for August issues.

Farm Linage Trend

Figures in Thousands

GENERAL FARM PUBLICATIONS

1961 SEPT.	814
AUG	747
1960 SEPT.	812

NEWSPAPER-DISTRIBUTED FARM SECTIONS

1961 SEPT.	25
AUG	18
1960 SEPT.	27

FARM ORGANIZATIONS & EDUCATION

1961 SEPT.	44
AUG.	40
1960 SEPT.	43

DAIRY & LIVESTOCK

1961 SEPT.	246
AUG.	317
1960 SEPT.	245

POULTRY

1961 SEPT.	102
AUG.	86
1960 SEPT.	110

FRUIT & VEGETABLE

1961 SEPT.	48
AUG.	41
1960 SEPT.	54

CANADIAN

1961 AUG.	244
JULY	185
1960 AUG.	229

Dairy & Livestock

†American Livestock Journal (mon)	12.8	30.4	114.6	175.2	5,495	13,054	49,146	75,182	3,236	5,319
The Cattleman (mon)	112.2	108.2	843.7	853.1	47,107	45,451	354,328	358,413	15,236	12,649
‡‡Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	22.3	17.0	220.7	228.4	48,082	36,588	475,912	492,370	31,468	22,884
The Drovers Telegram, Kansas City	17.4	14.6	209.3	208.3	37,617	31,538	451,369	449,087	23,767	22,641
The Stockman's Journal, Omaha	23.0	23.0	252.9	253.0	49,242	49,278	545,146	545,519	39,803	38,985
The Livestock Reporter, St. Louis	11.8	10.1	166.7	180.6	25,565	21,739	359,556	389,357	17,201	16,316
§Dairymen's League News (bw)	12.2	11.3	83.3	101.4	8,882	8,205	60,685	73,807	8,304	7,587
Feedlot (mon)	33.1	22.0	232.2	159.5	13,916	9,240	97,538	66,990	13,902	9,212
Florida Cattleman (mon)	68.5	61.2	597.0	649.9	28,767	25,717	250,740	272,948	17,365	16,101
Hoard's Dairyman (sm)	58.4	57.3	513.5	562.7	42,537	41,680	373,809	409,666	34,000	33,577
Livestock Breeder Journal (mon)	65.3	65.0	627.9	626.5	27,426	27,356	268,128	266,294	2,856	2,184
National Hog Farmer (mon)	33.7	23.8	228.2	212.6	34,205	24,158	231,614	215,790	33,878	23,104
National Livestock Producer (mon)	17.1	19.8	148.6	163.9	12,480	14,459	111,064	126,601	11,777	13,597
Western Dairy Journal (mon)	34.4	47.5	261.5	353.5	14,746	20,377	115,240	151,537	8,131	8,148
Western Livestock Journal: (mon)										
‡Mts. & Plains Edition	44.0	51.3	543.5	638.7	18,875	21,991	233,180	274,003	8,249	10,626
‡Pacific Slope Edition	46.9	58.5	832.6	888.7	20,113	25,080	357,184	381,270	11,412	14,587
Average 2 Editions	45.4	54.9	688.1	763.7	19,494	23,536	295,182	327,637	9,831	12,607
§Western Livestock Reporter (w)	18.8	25.5	248.6	231.2	25,267	34,272	332,773	310,703	6,412	8,099
Total Group	480.9	490.1	4,255.3	4,520.6	246,173	245,028	2,146,789	2,271,058	150,212	136,498

‡Not included in totals. §Not included in totals; as September figures were unavailable as this issue went to press August figures are shown. †Discontinued publication of regional edition August 1961. ‡Twenty-three issues August 1961; twenty-two issues August 1960.

Poultry

American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	10.2	15.5	92.0	125.4	4,368	6,667	39,481	53,779	3,067	3,893
‡Egg Producer Midwest Edition	10.7	16.7	94.7	142.1	4,588	7,172	40,612	60,952	3,287	4,473
‡Egg Producer Pacific Edition	9.2	17.3	93.6	142.6	3,926	7,431	40,174	61,162	2,499	3,767
‡Egg Producer Southern Edition	10.2	16.6	97.1	145.4	4,368	7,107	41,648	62,386	3,067	4,333
‡Broiler Producer Edition	4.7	8.2	53.3	70.7	2,024	3,504	22,875	30,332	2,024	3,504
‡Turkey Producer Edition	6.8	7.2	72.3	98.9	2,938	3,103	31,020	42,440	2,938	3,103
Average 6 Editions	8.6	13.6	83.8	120.8	3,702	5,831	35,968	51,842	2,814	3,846
Broiler Business (mon)	34.6	32.1	273.7	232.3	14,825	13,759	117,420	99,675	12,026	10,476
Broiler Industry (mon)	28.4	41.4	284.0	269.9	12,764	18,614	127,867	121,503	9,614	14,489
Everybodys Poultry Magazine (mon)	20.3	22.9	155.2	176.9	8,694	9,854	66,575	75,924	5,170	7,441
Georgia Poultry Times (w)	29.9	30.7	262.4	241.0	31,920	32,802	280,112	257,292	24,290	26,768
§The Poultryman: (w)										
Dixie Edition	11.0	12.3	136.9	108.1	11,960	13,356	148,507	117,292	6,878	7,752
National Edition	9.6	11.0	121.8	98.0	10,455	11,907	132,286	106,400	5,898	7,024
New England Edition	12.7	16.4	155.7	132.9	13,766	17,794	168,974	144,189	8,906	11,504
New Jersey Edition	11.3	14.6	146.9	148.7	12,269	15,815	159,450	161,287	7,523	10,497
Poultry Tribune: (mon)										
‡Eastern Edition	46.4	35.1	312.7	316.7	19,885	15,046	134,161	135,872	16,522	10,971

(Continued on Page 88)

	Total Advertising, in Pages Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Total Advertising, in Lines Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Sept. 1961	Sept. 1960
‡Midwest Edition	45.4	33.8	309.5	315.2	19,479	14,499	132,767	135,241	16,116	10,494
‡Pacific Edition	47.1	38.5	378.8	390.5	20,198	16,522	162,516	167,516	15,781	10,863
‡Southeast Edition ...	51.1	38.6	354.5	358.6	21,905	16,578	152,075	153,850	17,684	11,716
‡Southwest Edition ...	41.7	35.0	291.2	310.2	17,880	14,999	124,909	133,095	14,021	10,156
Average 5 Editions ...	46.3	36.2	329.3	338.3	19,869	15,529	141,286	145,114	16,024	10,840
Turkey World: (mon)										
‡Central Edition	24.7	31.0	374.4	348.1	10,605	13,318	160,605	149,342	8,543	11,475
‡Eastern Edition	23.2	30.8	351.1	341.7	9,966	13,223	150,626	146,612	7,904	11,478
‡Western Edition	23.4	31.3	356.2	342.8	10,036	13,422	152,821	147,062	7,974	11,761
Average 3 Editions	23.8	31.1	360.6	344.2	10,202	13,321	154,684	147,673	8,140	11,571
Total Group	191.9	208.0	1,749.0	1,723.4	101,976	109,710	923,912	899,023	78,078	85,431

‡Not included in totals. §Not included in totals; as September figures were unavailable as this issue went to press August figures are shown.

Fruit & Vegetable

	Total Advertising, in Pages Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Total Advertising, in Lines Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Sept. 1961	Sept. 1960
American Fruit Grower (mon)	12.4	13.7	251.6	305.0	5,340	5,933	108,648	131,751	4,808	5,562
American Vegetable Grower (mon)	13.8	12.3	241.0	249.6	5,960	5,300	104,091	107,846	5,392	5,058
California Citrograph (mon)	23.6	26.4	203.6	200.9	15,876	17,752	137,020	134,942	15,526	17,444
Florida Grower & Rancher (mon)	25.3	27.9	183.1	224.1	17,205	19,024	123,392	152,533	16,522	18,152
Western Fruit Grower (mon)	8.1	13.8	244.4	250.0	3,390	5,796	102,650	105,000	3,390	5,796
Total Group	83.2	94.1	1,123.7	1,229.6	47,771	53,805	575,801	632,072	45,638	52,012

Canadian (August)

	Total Advertising, in Pages Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Total Advertising, in Lines Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960
Le Bulletin des Agriculteurs (mon) ...	38.0	34.2	342.0	390.9	26,555	23,925	239,378	273,586	26,555	23,925
Country Guide (mon) ...	23.5	19.9	279.8	292.8	16,944	14,308	201,460	210,835	16,944	14,308
†Family Herald (w)	52.0	44.9	543.5	539.2	50,756	43,810	530,009	525,807	30,643	27,002
Farmer's Advocate & Canadian Countryman (sm)	30.9	28.5	283.9	310.7	21,627	19,967	198,751	217,492	17,819	15,959
Free Press Prairie Farmer (w)	74.3	76.2	672.2	720.6	81,995	86,343	751,795	797,991	32,426	32,496
†Western Producer (w) ..	43.0	38.3	453.4	495.2	46,049	41,026	485,127	529,865	25,235	17,230
Total Group	261.7	242.0	2,574.8	2,749.4	243,926	229,379	2,406,520	2,555,576	149,622	130,920

†Five issues August 1961; four issues August 1960.

C-C Suits Hit AFTRA, Maizlish, Former KFWB Owner

LOS ANGELES, Sept. 19—Crowell-Collier Broadcasting Co., owner of strike-bound KFWB, Los Angeles, has instituted actions in superior court against Harry Maizlish, former owner of the station, and the American Federation of Television & Radio Artists.

The action against Mr. Maizlish, who sold KFWB to Crowell-Collier in 1956, seeks $5,000,000 in damages for allegedly slanderous statements regarding alleged mismanagement made against the station's present owners during the current labor dispute over wage demands for station newsmen.

■ In a second action, filed Sept. 14, C-C sought $11,400,000 from AFTRA, charging "libel, distortion and misinformation."

Meantime, the National Labor Relations Board advised AFTRA that it will seek an injunction against the union unless secondary boycott activities against the station's advertisers are halted. A representative of Southern California Rambler dealers had filed a complaint charging the union with secondary boycott.

The NLRB also has advised AFTRA to cease and desist its illegal activities threatening KFWB advertisers, including handbilling, telephone threats to clients and other coercive tactics.

AFTRA ADOPTS NEW HANDBILL PLAN IN L.A.

HOLLYWOOD, Sept. 19—The American Federation of Television & Radio Artists has begun "an entirely new form" of informational leaflet distribution in the KFWB strike at major intersections throughout the Los Angeles area, directed at the general public. At the same time, AFTRA said it is terminating distribution of handbills in retail outlets, pending a decision of the National Labor Relations Board.

David Ziskind, AFTRA chief legal counsel, said the leaflets now will be distributed at numerous selected main intersections, urging the public to "stop listening to KFWB." The new handbills will be distributed daily "by the thousands, in an effort to cut down the listening audience of KFWB and effect a resumption of bargaining in good faith to end the 10-week strike."

The AFTRA board has approved a 10-point program "to utilize all available means" of ending the strike. AFTRA said it will request that Secretary of Labor Goldberg personally intervene in the dispute here "because the bitter strife adversely affects the public interest as well as the entire broadcasting industry." #

EWRR Names Gwynn to New Central Division Media Post

John L. Gwynn, vp and media director of Erwin Wasey, Ruthrauff & Ryan, Chicago, has been named to the new post of media director of the agency's central division.

John L. Gwynn

Mr. Gwynn will be responsible for coordination of media programs among the three division offices in Houston, Chicago and Pittsburgh, in addition to his present duties.

Rowland Broiles Names Four

Rowland Broiles Co., Fort Worth, has promoted Claudia Benge from account executive and secretary to vp and member of the executive committee and has named Ruby L. Hickman, account executive, secretary. Ione O. Erwin was promoted from office manager to business manager, and Joseph K. Dulle was added to the staff as art production manager.

TvQ Lists New Rates

Home Testing Institute, Port Washington, N.Y., has boosted rates for its TvQ rating service, effective Oct. 1. Rates are based on the contracting agency's annual billing in gross network tv time and talent. Agencies billing more than $20,000,000 will pay $9,850 (old rate: $7,850) per year.

Business Still Active in Santa Role, 'A&SP' Finds

CHICAGO, Sept. 19—Payola quizzes and price-fixing trials come and go, but business' Christmas giving goes on and on, *Advertising & Sales Promotion* reports in its October issue.

About half of American businesses still give Christmas gifts, and some small companies tend to give more expensive presents, the magazine reports.

Constant turnover among companies giving gifts characterizes the statistics, the magazine said, noting a trend of non-givers being willing to state their position.

"A slight drop-out of companies has been almost entirely balanced by others adopting the practice," *A&SP* said. "What has been changed is the desire of companies which do not give gifts to put themselves on record, even if anonymously, on the 'no' side of the question."

■ The average cost of business Yule gifts varies from 15¢ to more than $100, though the latter figure is exceptional, the article said. Half the companies report their average gift cost as under $5, and 85% spend under $10 per gift. Fewer big companies spend over $10 per gift—95% of them stay under that figure—while 79% of small companies pay less than $10. The publication defined a "big company" as one having more than 500 employes.

Total gift budgets for 1960 ranged from $3 (a "hard-to-believe" figure) to $19,500, the publication said. Like individuals, companies defer Christmas buying until late in the year. Almost nothing is bought before July 1, and October and November are the busiest buying months. #

'Chicago Copywriter of Year' Contest Deadline Is Sept. 30

Deadline for entries in the 5th annual "Copywriter of the Year" contest, sponsored by the Chicago Copywriters Club, has been set at Sept. 30. Entries, consisting of five samples of work which have been published or broadcast between Sept. 30, 1960, and Sept. 30, 1961, should be sent to Copywriters Contest, Creative House, 41 E. Oak St., Chicago. Contest winner will be announced in November at the club's annual spotlight dinner.

Tillamook Cheese Sets Push

Tillamook County Creamery Assn., Tillamook, Ore., has launched a two-month "championship" cheese promotion designed to tie in with cheese festival season with ads in newspapers and on radio. Two-color 1,000-line ads will run in dailies in Los Angeles, San Francisco, Portland and Seattle from mid-September through October. A total of 332 one-minute radio spots also are scheduled. Showalter Lynch Advertising Agency, Portland, is the agency.

Campbell Soup Sets Sales Peak

Campbell Soup Co.'s sales and earnings both hit new highs for the 1960-61 fiscal year. Sales reached $572,403,000, a gain of 4% over 1959-60 sales of $548,157,000. Net income amounted to $43,909,000 compared to $41,112,000 for the previous year.

Publishers Press Names Wilson

Frank L. Wilson has been promoted from sales manager to general manager of Publishers Press, Denver, publication printing company.

Kroger Promotes Lane

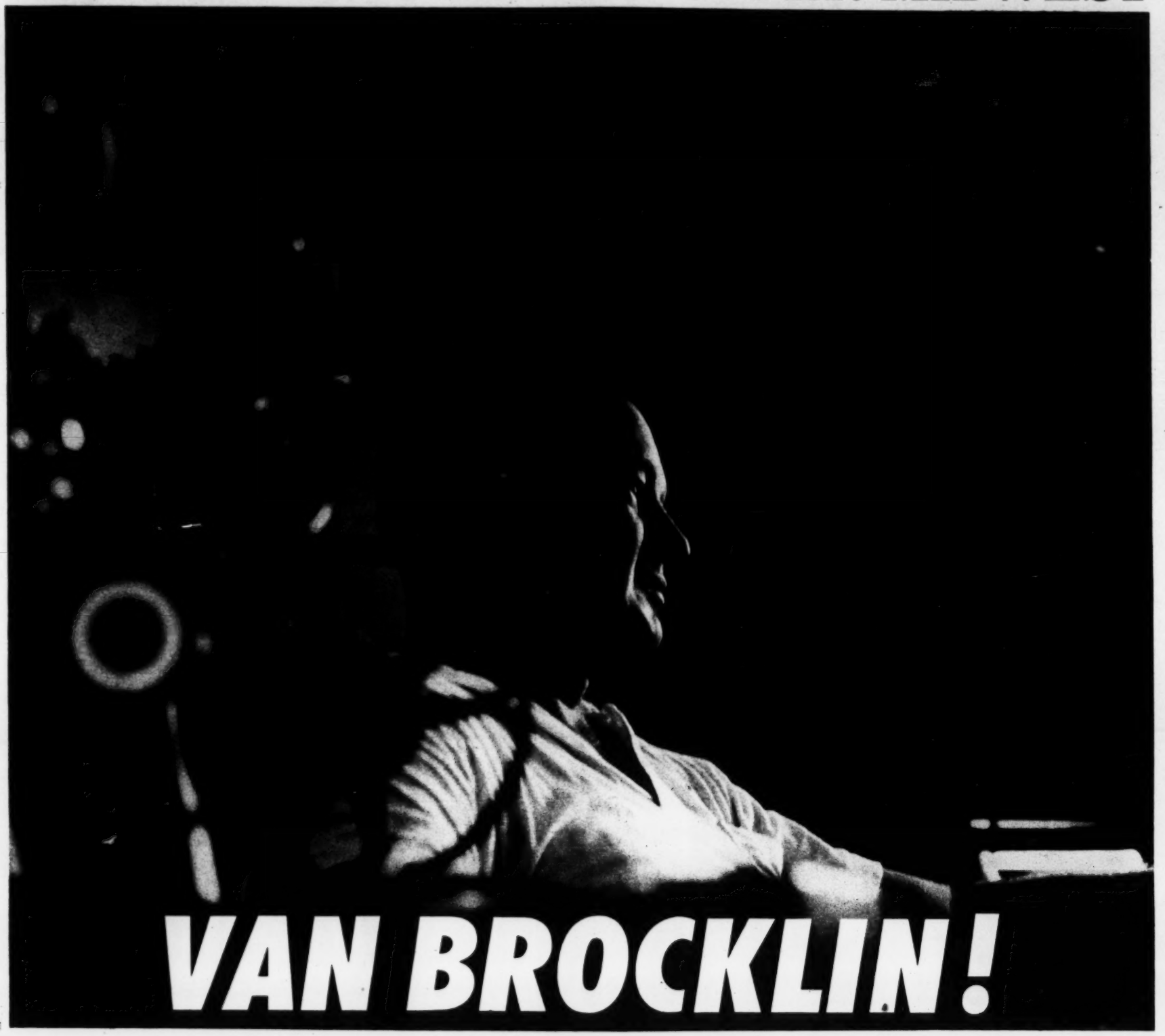
Albert C. Lane has been appointed advertising manager of the St. Louis division of Kroger Co. He has been with Kroger's St. Louis division since last November.

FILMSTRIPS
From Artwork or Transparencies
Black & White or Color
FAST SERVICE
Also Record Pressings or Tapes
35mm color duplicate slides
write for prices
Colind Photography, Inc.
P.O. Box 165 Peoria, Illinois

Largest Sunday Circulation in the Southwest
254,526
Six months average, A.B.C. March 31, 1961
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
Published by The Oklahoma Publishing Co.
Katz Agency, Representatives
IT'S THE MARKET DELIVERED THAT COUNTS!

Coming...
for the first time
all the facts you need
in one place
to compare 4 leading
INTERNATIONAL MAGAZINES
The Who's Who (and What's What)
of International Magazines in the Oct. 2nd Ad Age

THE NEW FACE OF THE UPPER MIDWEST



VAN BROCKLIN!

This, to friends and foes alike, is "The Dutchman". He is more widely known as Norman Van Brocklin, All-Pro passer without a peer, field general of last year's world champion Philadelphia Eagles, and a 12-year veteran of National Football League wars. This year Norm Van Brocklin is still calling the plays—but from his new position as head coach of the Minnesota Vikings, the National Football League's newest entry.

Norm Van Brocklin is typical of all the rugged, competitive young men in the Upper Midwest—men whose enthusiasm and progressive action have given Minneapolis-St. Paul, the nation's 14th market, *two* major league teams in one year! (Big League baseball, too, with the Minnesota Twins.) That's the way things get *done* in the Upper Midwest. In terms of building, buying, selling, teaching, learning, growing—or just relaxing—the Upper Midwest is one of the most stable, yet most dynamic areas in America.

Let us help you reach this vital market.

Copyright 1961, Minneapolis Star and Tribune Co.

Minneapolis Star *and* Tribune
EVENING — MORNING & SUNDAY

660,000 SUNDAY · 530,000 DAILY

JOHN COWLES, *President*

Silverman Elected Adclub Head

Morris Silverman, of Sanders Associates, has been elected president of the Eastern New England chapter of the Assn. of Industrial Advertisers. Other new officers include Paul Schratter, General Electric Co., vp-program; Martin B. Curran, Raytheon Co., vp-membership; Robert D. Hall Jr., London Advertising, vp-committee; Mary A. Hickey, S. Gunnar Myrbeck Co., secretary; and Malcolm C. Choate, Culver Advertising, treasurer.

WGBA Names Wein

Edward R. Wein has been named general sales manager of WGBA, Columbus, Ga. He formerly was with Radio Concepts Inc., New York.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. Sherwood 4-5471 Toledo 12, Ohio

DISNEY: "COLOR TV GREATEST INNOVATION IN HOME ENTERTAINMENT"

With his new TV show, "The Wonderful World of Color," Disney, too, makes the big move to Color TV. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

ACB will spot your name or brand even when it is a "mention" buried in 6-point

ACB 'Brand Mentions' Service

Do 'retail store' advertisers have occasion to mention your name in their advertising—that you should know about? For example . . . your slogan or brand, as: "powered by 'GE' motors"..."as advertised in 'Life' Magazine" . . . "piano by 'Steinway' . . . etc.?"

ACB will locate any such "mentions" as they appear in any daily or Sunday newspaper and send tearsheets of each—or give you detailed Reports as a regular service.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

PARTY LUNCHEON—*KSD's "Playhouse Party" serves pre-broadcast luncheon which includes sponsors' products, though presumably not all starchy fare.*

Sponsors Outnumber Live Audience on KSD 'Playhouse Party'

ST. LOUIS, Sept. 19—Five days a week for seven years the KSD-Pevely "Playhouse Party," a live-audience radio show, has served up entertainment to local housewives and luncheon to a live audience of 130 who fill the Pevely Dairy's plant auditorium to capacity.

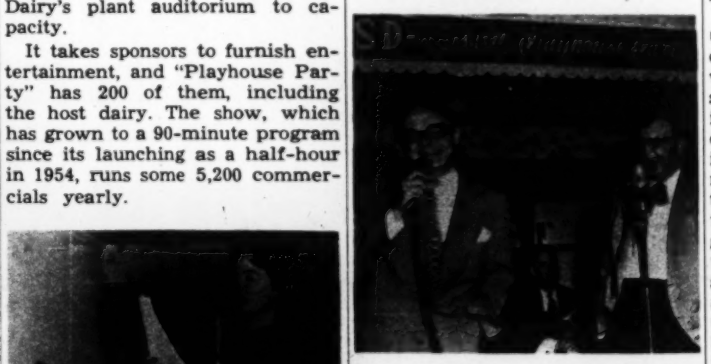
It takes sponsors to furnish entertainment, and "Playhouse Party" has 200 of them, including the host dairy. The show, which has grown to a 90-minute program since its launching as a half-hour in 1954, runs some 5,200 commercials yearly.

Nancy Thompson, Pevely hostess, interviews guests during the 45-minute pre-show luncheon to learn their views on Pevely and other sponsors' products, which are also included in the menu. Guests receive cards redeemable for Pevely products, which are delivered by Pevely route men.

■ The show features pianist Russ David and his band; interviews with entertainment world personalities (some of which are handled by the versatile Mr. David); selection of a "Proud Mama" for the day and nomination of a "Grand Lady," usually 80 years or older.

Mrs. Thompson, a full-time Pevely employe, handles distribution of show tickets to PTA and church groups, mothers' clubs and similar organizations, who sell them as a way to raise funds. Reservations are booked solid a year in advance, and at least 60% of each audience is new.

Fred Schaab is Pevely ad manager, and Rutledge Advertising Co. is the agency. #



HOLLYWOOD TALENT—*Andy Devine, screen personality, chats with interviewer Russ David.*

PRETTY AS A PITCHER—*Pevely hostess Nancy Thompson delivers commercial over maestro Russ David's music.*

Warren Adds 10 Accounts

Warren & Litzenberger Advertising, Davenport, as the result of consolidation with the former Leonard & Preston, Davenport, has acquired the following accounts: Lake States Conservation Co., Waukesha, Wis.; Clarke Homes, Bettendorf, Ia.; Iowans Farms Dairy, Bettendorf; Star Forms, Bettendorf; and American Rental Assn., Moline, Ill. The agency has also recently acquired LeFebure Corp., Cedar Rapids, Ia.; Albert's Cleaners, Cedar Rapids; First National Bank, Rock Island; Ill.; Protexall Inc., Galesburg, Ill.; and RAC Travel Service, Davenport.

Calvert Joins McNaughton

J. Russell Calvert has been appointed an account executive of McNaughton-Laub, Los Angeles. He formerly was in charge of advertising, sales promotion and public relations of Winfield China Co.

Viewers Don't Hate TV Ads; Just Want Better Ones: Dichter

NEW YORK, Sept. 19—"There has been a radical change in attitude toward advertising in general that hasn't been reckoned with yet," Dr. Ernest Dichter, president of the Institute of Motivational Research, said here yesterday.

Dr. Dichter, reporting on a study for KRON-TV, San Francisco, told a press conference, "People don't dislike advertising. They just want better advertising, and they resent things that are still being done to trick the viewer into watching the commercials." They are antagonized by jarring commercial interruptions in an incompatible mood, he added.

Dr. Dichter said the American viewer respects the advertiser who uses ingenuity in his tv sell. He deplored the copyist "who doesn't take the trouble to try to please" his audience. The public, he said, is sophisticated enough to accept advertising straightforwardly and honestly presented. He suggested that viewers who now become miffed on being told, "Now we're going to interrupt for a commercial," would accept two, three or four minutes of commercials, as the sponsor's due, if they were presented between shows in the European fashion.

■ Basically, the KRON-TV study, covering a sample of 417 persons, was intended to throw light on the station's image in the minds of its viewers. In addition, it produced a good deal of interesting information on program and commercial likes and dislikes. Since these data are of general interest to the industry, Harold P. See, general manager, said, the study will be made available to other stations upon request. The station and its representative, Peters, Griffin, Woodward, will present highlights of the findings to advertisers and agencies in key cities throughout the country. #

Wheaton Joins Post & Morr as VP, Plans Board Member

David H. Wheaton has joined Post & Morr, Chicago, as vp, director of client services and plans board member. Formerly with McCann-Erickson, Mr. Wheaton will supervise the Old Milwaukee beer, Perma Starch, Squirt and Comstock Foods accounts.

David H. Wheaton

Post & Morr was formed last May as successor to the Gordon Best agency.

WTFM Names Silverman

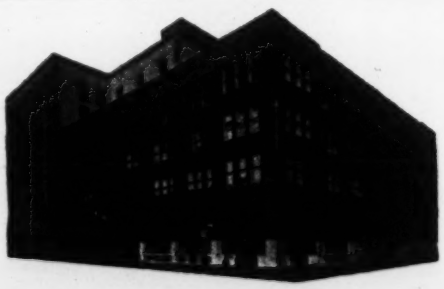
Robert E. Silverman, formerly with WBAI-FM and WABC-FM, New York, has been named station manager of WTFM, the station which Friendly Frost Inc. now is building. The station is due to start stereo fm broadcasting in October.

Buzby Joins CBS Radio

John E. Buzby has joined the Chicago office of CBS Radio Spot Sales as an account executive. Mr. Buzby had been with Headley-Reed since 1955, and continued with Bolling Co. following the merger last February.

CBS Films Adds 'At Random'

"At Random," the after-hours conversation program, produced by WBBM-TV, Chicago, has been put into syndication by CBS Films, New York. The show already has been sold in six markets.



CHOICE CHICAGO OFFICE SPACE in the Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

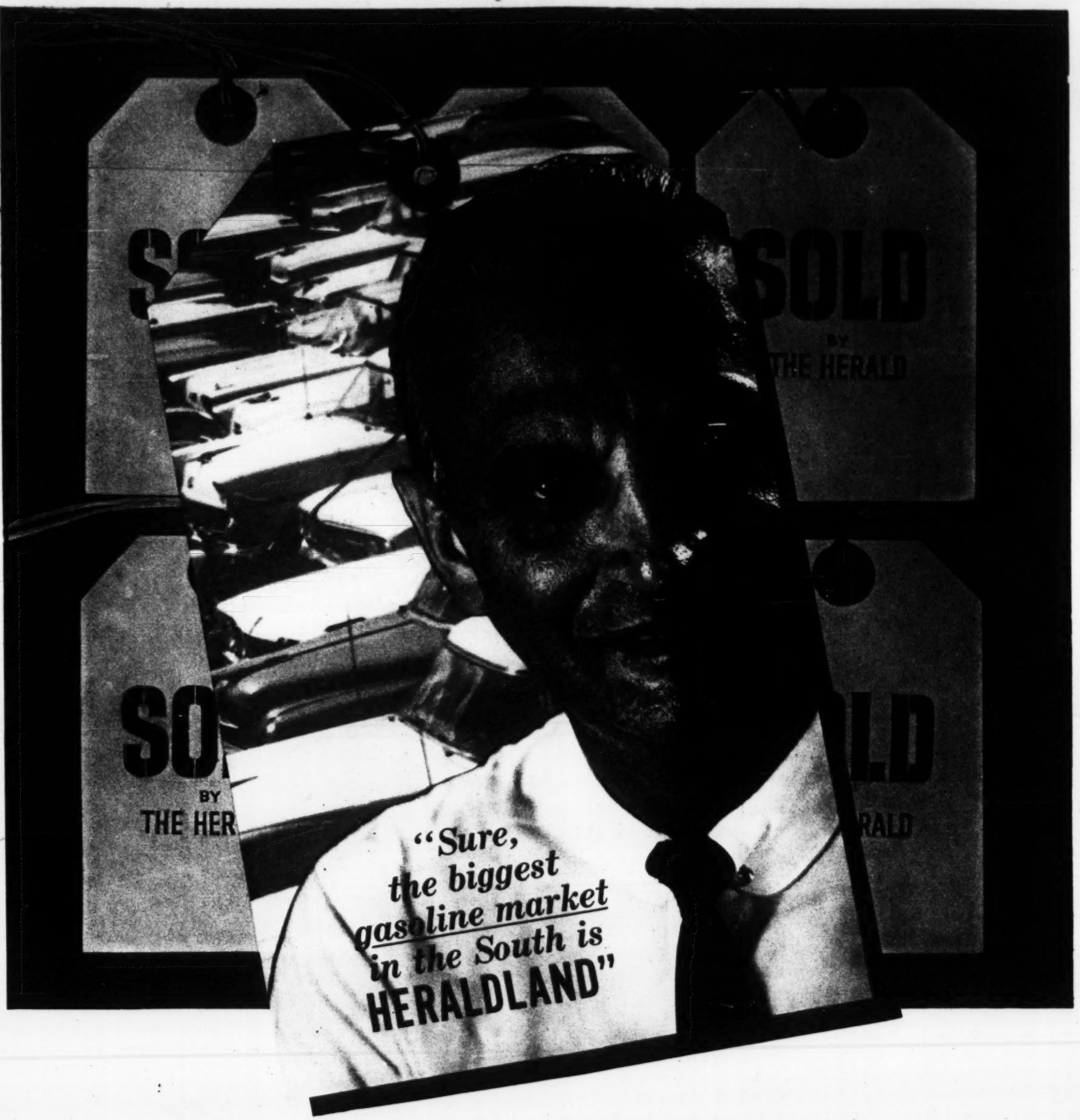
The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue—close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)



HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

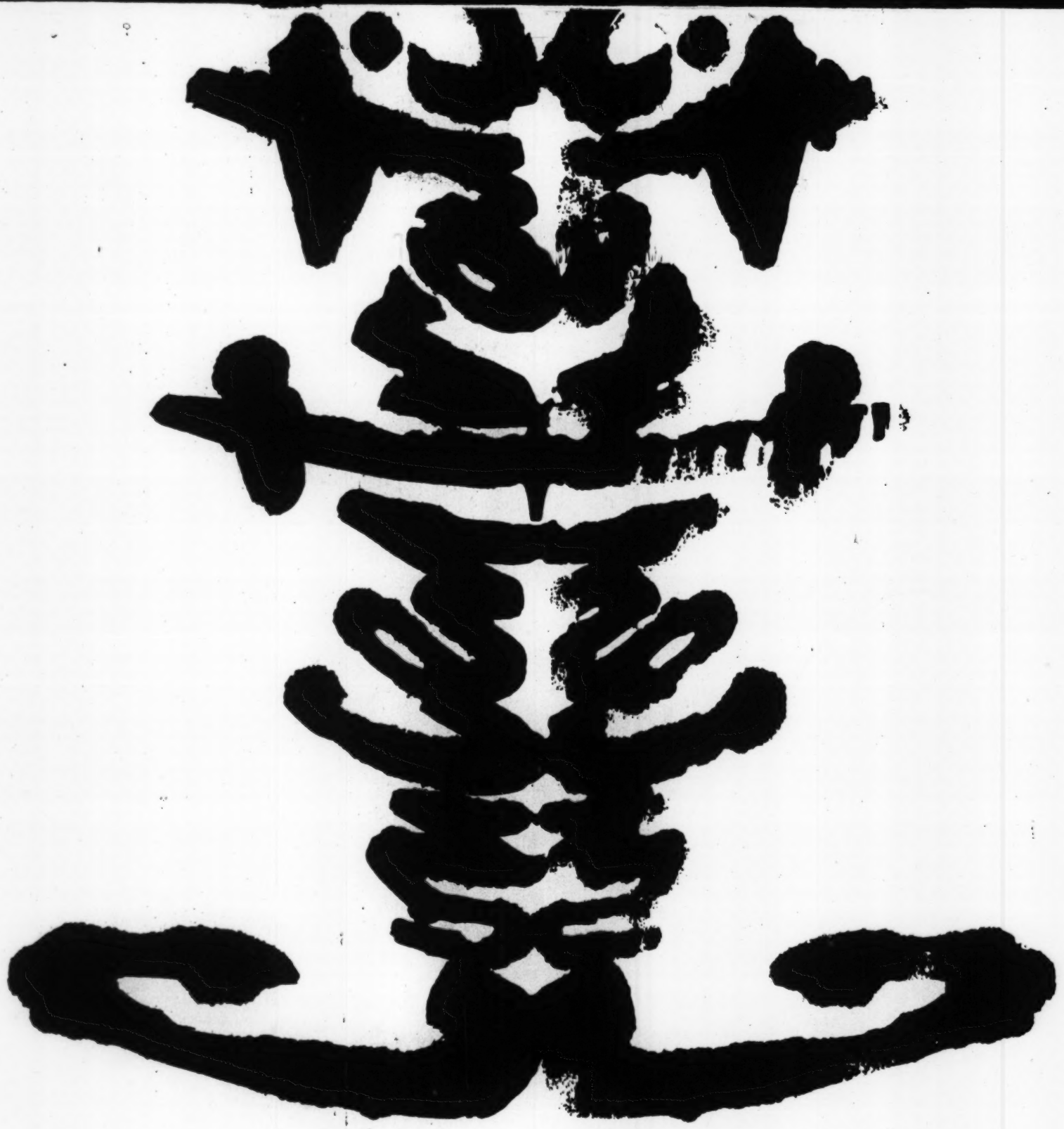
Write for New 3-D Advertising Rates
(Bulk-Continuity-and Page Discounts)

Yes . . . HERALDLAND! $179.9 million in gasoline service station sales . . . 20% more than in the Metropolitan Counties of Atlanta and Birmingham combined. 1,815,700 people . . . $3,621 million effective buying power . . . $2,695 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

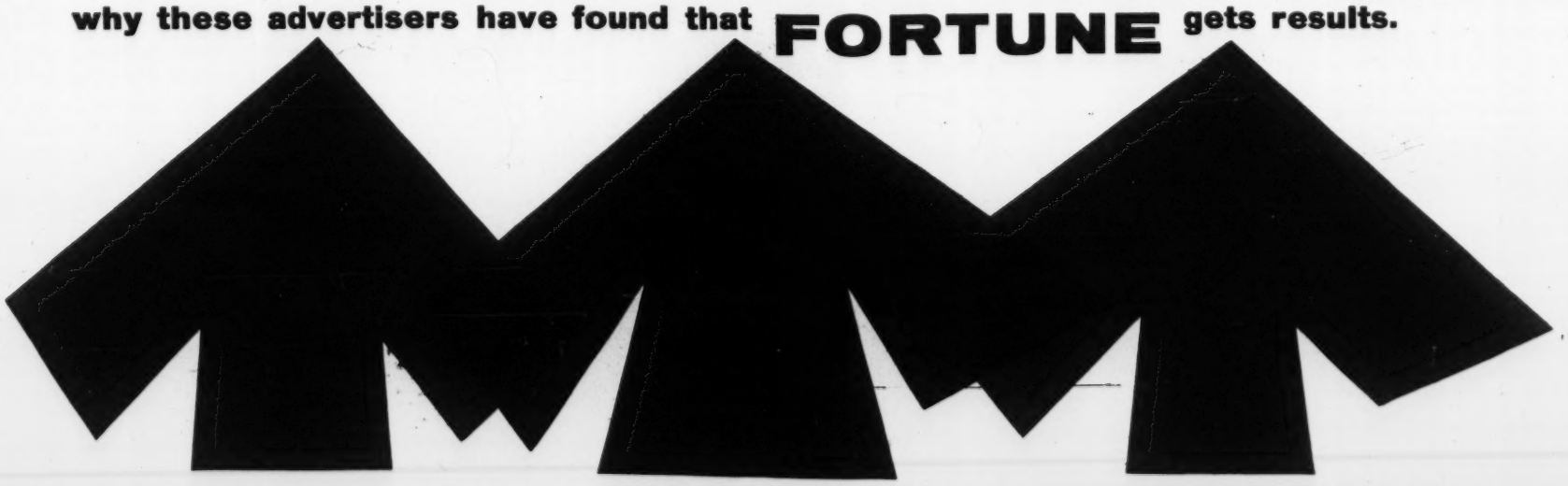
STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES



As advertisers bear down on the final quarter of the year they will be concentrating on their most likely prospects. For when you get down to the short strokes of selling you put the most time and attention against the most promising sales potentials.

Concentrating on the best prospects for industrial goods and services is what Fortune does every month.

Fortune is concerned with the quality of its circulation and the clarity of its communication with its 350,000 management subscribers. This is one of the reasons why Fortune figures in the **marketing strategy of so many sales-wise companies. And it's one of the reasons why these advertisers have found that FORTUNE gets results.**



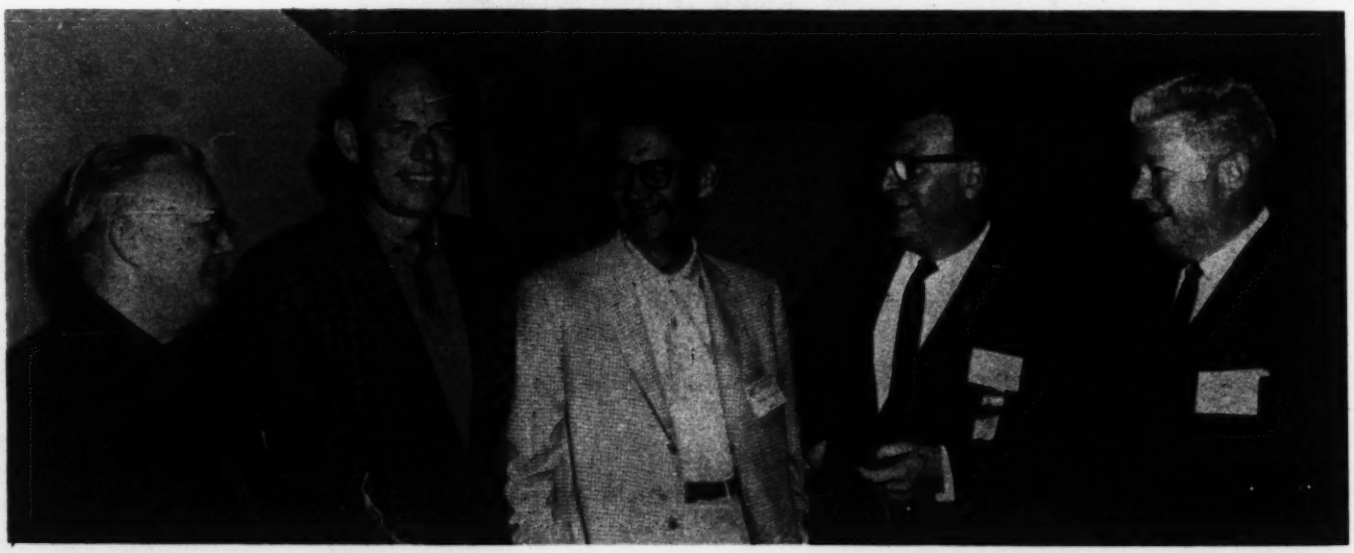
Wool McDowell Flynn Francis Andrews Leonard

'SHOW' OPENING—*Introduction of Show, monthly magazine of the performing arts, convoked Robert Wool, editor, and Ralph Flynn, business manager; Arlene Francis, tv personality; Roddy McDowell, actor; Johnny Andrews, WNBC-TV; and Bill Leonard, CBS newsman.*

RAISIN PEACHES—*Miwako Ezaki, 22, and Kaoru Maki, 23, elected in Tokyo to observe Japan's growth to major raisin importer, will reign at the annual Raisin Harvest Festival at Dinuba, Cal., Sept. 30.*

PHOTO REVIEW OF THE WEEK

GOODBYE 1961—*Kenyon & Eckhardt, New York, went to the Mercury plant at Mahwah, N.J., to film a tv vignette of the last 1961 Mercury to come off the assembly line. Produced by Gerald Productions, the one-minute commercial was aired on the Alfred Hitchcock show on NBC as a reminder that now is the time to get traditional year-end values on every 1961 Mercury. Copies of the film will be sent to dealers, with open-end scripts, for their use as a teaser-buildup for 1962 Mercury sales.*



Wismer Byrd Sherer Biederman Patterson

MICHIGAN BROADCASTERS—*Les Biederman, WTCM, Traverse City, new president of the Michigan Assn. of Broadcasters, joins a group of broadcasters during an informal moment at the association's annual meeting. Others are John Wismer, WHLS, Port Huron; E. L. Byrd, WILS, Lansing; Jacob Sherer, WHFB, Benton Harbor; and Walter Patterson, Knorr Broadcasting Corp., Dearborn.*

REGGIE VAN WHO?—*This familiar looking character is not Jackie Gleason portraying Reggie Van Gleason, but Jerry Kelleher, vp of Erwin Wasey, Ruthrauff & Ryan, Chicago, who did the Gleason bit at Brown-Forman Distillers Corp.'s annual sales meeting.*

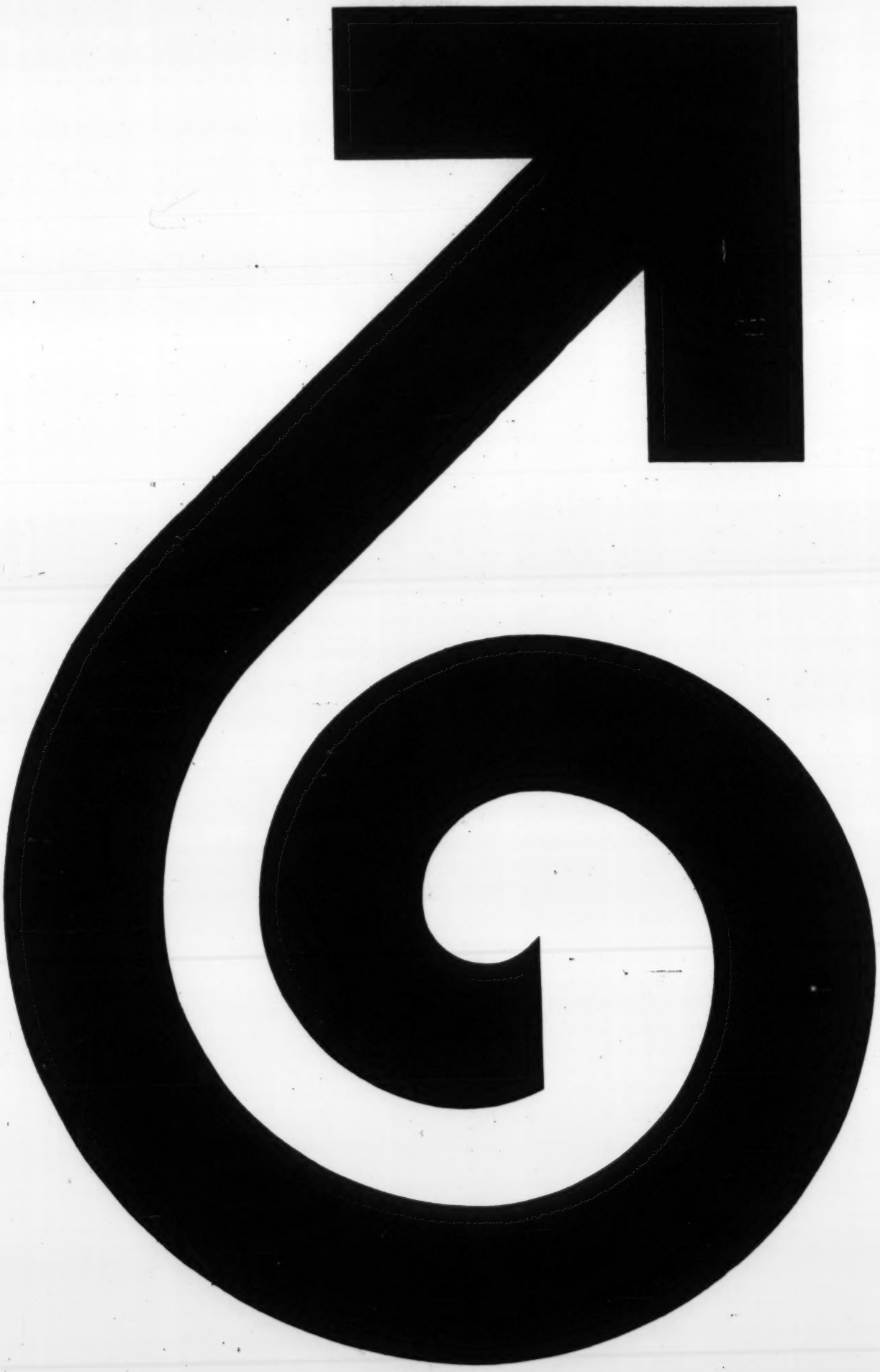
Sisson Mitchell Shephard Gilbert Meyer Beahan De Groot Quello Ellerman Lee Giaimo

AIR TALK—*Radio-tv executives attending the Michigan Assn. of Broadcasters convention included Frank Sisson, WWJ, Detroit; James Mitchell, WNIL, Niles; John Shephard, WLAV, Grand Rapids; John O. Gilbert, WXYZ, Detroit; Monte Meyer, WILS, Lansing; Fr. Hugh M. Beahan, diocesan director of radio-tv, Grand Rapids; Don De Groot, WWJ; James H. Quello, WJR, Detroit; Gene Ellerman, WWTV, Cadillac; Carl Lee, Fetzer Broadcasting Co., Kalamazoo; Martin Giaimo, WNEM-TV, Bay City-Saginaw.*

Does it say success to you? It should. It's the new symbol for the Blair Group Plan, the most successful and efficient radio spot buying concept in advertising history. Overstatement? Judge for yourself: the Blair Group Plan has never failed to meet the sales goals of its users. It enables you to reach 80% of the nation's buying power through America's most influential group of radio stations—with one order, one affidavit, one invoice. The Plan has helped many advertisers overcome highly competitive conditions. Call PL 2-0400 in New York to see how the Blair Group Plan can help your product succeed. A service of John Blair & Co.

Chicago SU 7-2300 · Boston KE 6-1472 · Philadelphia LO 8-0290 · Detroit WO 1-6030 · Atlanta 875-7567 · St. Louis GA 1-5262 · Dallas RI 1-4228 · Los Angeles DU 7-1333 · San Francisco DO 2-3188 · Seattle MA 3-6270

BLAIR GROUP PLAN



CANADIANS ARE SPENDERS!

In the first half of 1961 Canadian shoppers chalked up over $7,885,000,000 in retail sales—the highest total on record for this period.

That's important information for any advertiser—and—it's equally important to know that nearly 12% of all Canada's retail sales are made in Metropolitan Montreal!

In this dynamic, two-language city, one paper, The Star, gives you unmatched coverage of the English market. Write for your free copy of The Star's Market data book.

The Montreal Star

Represented in the United States by
O'Mara and Ormsbee Inc.

JOB MATCHING—*Dial Soap's $25,000 contest this month invites readers to pair models with their jobs. This is the center spread of a couponed three-page insert which ran in the Sept. 22 Life, and will appear in the Sept. 30 Post and Oct. 24 Look.*

NBP Adds 'Lighting'

Lighting, Atlanta, has been named a member of National Business Publications.

'Who's Which' Consumer Contest Promotes Dial

CHICAGO, Sept. 19—Armour & Co. this month launches a "Who's Which" contest based on its four-year "wethead" national advertising program for Dial soap.

Three multi-page ads, scheduled for *Life*, *Look* and *The Saturday Evening Post*, will invite readers to match up 12 non-professional models with their occupations, listed on the entry blank. Among them are a building contractor, an editorial assistant and an airline pilot.

First prize is $25,000, second prize $10,000, and 300 third prizes are $50 each, with a 25-words-or-less "Why I like Dial" essay in case of ties. In addition, a 5¢-off coupon redeemable with the purchase of two bars of Dial will be tipped into each magazine insertion.

Special displays and dealer set-ups will add retail support for the contest. Winners will be announced in February, 1962.

Foote, Cone & Belding is the Dial agency. #

PUAA Issues Idea File

An "idea file" of current promotional and institutional advertising by utility companies throughout U.S., Canada and Latin America is being distributed by Public Utilities Advertising Assn. Additional information may be obtained from Public Service Electric & Gas Co., 80 Park Pl., Newark, N. J.

Weaver Joins Conahay

D. Gary Weaver has joined Robert Conahay Inc., New York, as vp and director of technical copy. Mr. Weaver formerly was associated with Applied Publications of American Chemical Society, where he was New York editor of *Industrial & Engineering Chemistry*.

Hartley Joins Lyon Agency

Paul Hartley, former creative account supervisor of Cunningham & Walsh, has joined David G. Lyon Inc., Westport, Conn., as an associate.

"Well, we decided one thing, anyhow:
we include Charleston-Huntington and WSAZ-TELEVISION."

Easiest decision of the year! For the *only* television station seen everywhere in the entire 72-county, 4-state Charleston-Huntington market is WSAZ-TELEVISION. No other single television station is even close to this exclusive coverage. It's a market that WSAZ-TELEVISION actually *created* through its power and programming. So to reach the two million people earning $4 billion a year in the heart of this "American Ruhr" region of the great Ohio Valley . . . pick Charleston-Huntington and WSAZ-TELEVISION. For more about this newest Goodwill Station and why it belongs on your must-buy list see your Katz Agency man.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

St. Anthony MESSENGER
A million prospects await your message.
ADVERTISE NOW!
DEC. ISSUE CLOSES OCT. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE

Stamp Operators Need More Retailing Data, Sanders Says

NEW YORK, Sept. 19—Trading stamp operators want the same sort of merchandising services that manufacturers have historically offered retailers, an official of Food Fair's trading stamp subsidiary made clear last week.

Speaking before the Premium Merchandising Club of New York, Robert E. J. Sanders, vp and general manager of Merchant's Green Trading Stamp Co., said stamp operators crave statistics on the movement of brands at retail, display techniques and fact sheets on product lines.

He called on premium suppliers to work with trading stamp operators "and help them buy and merchandise right, tell them factually what's going on at retail, suggest better ways to educate his field people on your line."

■ Mr. Sanders lamented the rising costs of trading stamp catalogs, decked out with "full-color, plus hard cover, plus inserts, plus fanfold pages." He said that in five years the size of trading stamp catalogs has increased almost 600%.

"Show me a stamp company whose *income* has increased over the past five years to that degree, and I'll show you a man who believes Carmine de Sapio and Mayor Wagner are really the Brothers Karamazov," he quipped.

■ He said if stamp companies continue "on their pell mell way with their current size and methods of distribution, they'll have a book the size of a Sears, Roebuck, a *McCall's* layout throughout—and not a damn cent with which to operate."

Mr. Sanders predicted that the gift or redemption center will be replaced by the catalog store, "a la Montgomery Ward's eastern units, where there is only a small percentage of the line being physically portrayed." This trend will occur especially if stamp operators continue to compete in the "catalog war," he warned. #

Williams & London Names Don London President

Williams & London Advertising, Newark, has appointed Donald London president, succeeding his father, Emanuel London, who has been appointed chairman of the board.

Donald London

Donald London, formerly vp, was appointed president of London Associates, public relations affiliate, upon its formation in December 1960.

Mayflower Milk Names Two

Miller, Mackay, Hoeck & Hartung, Seattle, has been named to handle advertising for Dairy Cooperative Assn., Portland, producer and distributor of Mayflower Milk products. Billings are estimated at $150,000. Wayne Leland Advertising, Portland, is the former agency of record. Goodrich & Snyder, Portland, has been appointed to handle public relations for Mayflower.

Flink Joins Nichols

John Flink, formerly a vp of Ross, Flink & Associates, Peoria, has joined Nichols Advertising, Decatur, as a vp. At the same time the agency has changed its name to Nichols, Flink & Associates.

Study of 26,000 ad inquiries

DN's Inquiry Study follows up *every* design engineer's inquiry to each ad in January issues of Design News . . . gives you *positive proof* that DN's inquiries produce sales! Moreover, DN's study . . . unlike ordinary ad readership studies . . . digs deep . . . reveals *buying motives* . . . helps you appraise advertising effectiveness . . . provides solid facts to help guide your total marketing approach. DN's latest report—our fifth annual study—covers 26,033 inquiries received from the January '61 issue. Questionnaire returns numbered 13,165—better than 50% and an all time high! Of the design engineers responding . . .

59% inquired in connection with designing a new product

24% were redesigning an established product

17% based inquiries on unsatisfactory performance of previously specified parts or materials

58% had either already specified the product or expected to within the next 6 to 18 months!

This is real testimony to DN's editorial philosophy of USABLE DESIGN IDEAS . . . and PROOF of the high quality of DN's inquiries! Want to see the whole story? Just ask your DN rep to show you over-all results. For readership, inquiries and *sales results*, talk to your prime design engineers in Design News! A Cahners Publication.

documents the full force of advertising in **Design News!**

ROGERS PUBLISHING COMPANY, INC., Englewood, Colo.
A subsidiary of CAHNERS PUBLISHING COMPANY, INC.

BPA ABP

in St. Petersburg it's the

and in the St. Petersburg Times it's

The St. Petersburg Times is represented nationally by Story, Brooks & Finley, Inc.

Florida's second largest market is the St. Petersburg-Tampa area—Pinellas and Hillsborough counties. No one Sunday newspaper covers both of these counties. But one Sunday newspaper—The St. Petersburg Times—reaches 84 per cent of the homes in Pinellas County, the better half of this two-county market in retail sales, and the retail sales leader among all 24 Florida West Coast counties. When one Sunday newspaper in a highly competitive market blankets its home county to this extent, there is usually a very good reason. In the case of The St. Petersburg Times, it is editorial excellence, acknowledged this year by the coveted award, "Most Distinguished Newspaper of 1960," from the University of Missouri School of Journalism. Each of the three Sunday newspapers in the St. Petersburg-Tampa market distributes a syndicated Sunday magazine. The Sunday magazine of The St. Petersburg Times is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age

Feature Section

Laurels for Bell Telephone—CM

Peeled Eye Views Client Version

Weiss Discusses Waning Sales Role

Will Bigger Cereal Cartons Backfire?—Smith

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Copy That Does Not Sound Like Copy' . . .

Freshness, Clarity, Lack of High Pressure Are Criteria as Walter Weir and Panel Rate 50 Ads for Excellence

"Even when it hurts, and probably particularly when it hurts, the expression of purely personal opinion I find not wholly without benefit to our profession." With these words, Walter Weir presented the opinions of a panel of seven eminent agency men about the excellence (or lack of it) of 50 assorted ads at Advertising Age's fourth annual Summer Workshop on Creativity in Advertising. Panelists gave each ad a score ranging from a low of one to a high of ten. As the ads were flashed on a screen, 420 workshop members also had the opportunity of scoring the ads and later comparing their scores with the panelists'. A Volkswagen ad got the top score. Twelve ads, shown here, got an average score of seven or better from the panel. Panelists, besides Mr. Weir, chairman, were Everett D. Biddle, president, Biddle Co.; Fairfax M. Cone, chairman, executive committee, Foote, Cone & Belding; Ernest A. Jones, president, MacManus, John & Adams; Earle Ludgin, board chairman, Earle Ludgin & Co.; Chester L. Posey, senior vp, McCann-Erickson, and William D. Tyler, vp of creative services, Benton & Bowles.

Walter Weir

A Featured Presentation
From the Fourth Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

By Walter Weir
Chairman, Executive Committee, Donahue & Coe, New York

I think it not at all unusual that ADVERTISING AGE, a publication that goes in heavily for the expression of personal opinion, should have a panel such as this one sit in judgment on the work of God knows how many hapless writers—at least fifty.

One member of that panel, Everett D. Biddle, in sending me his ballots, sent along with them the following comment, which I feel I should pass along to you:

"Dear Mr. Weir: It is, of course, quite unfair to judge another man's work like this. Circumstances about which I could not possibly know have no doubt influenced the production herewith judged.

"Time, money, client interference (a softer word might be 'influence') and, of course, a fuller knowledge of the over-all problem than I have, probably entered into the creation of these ads.

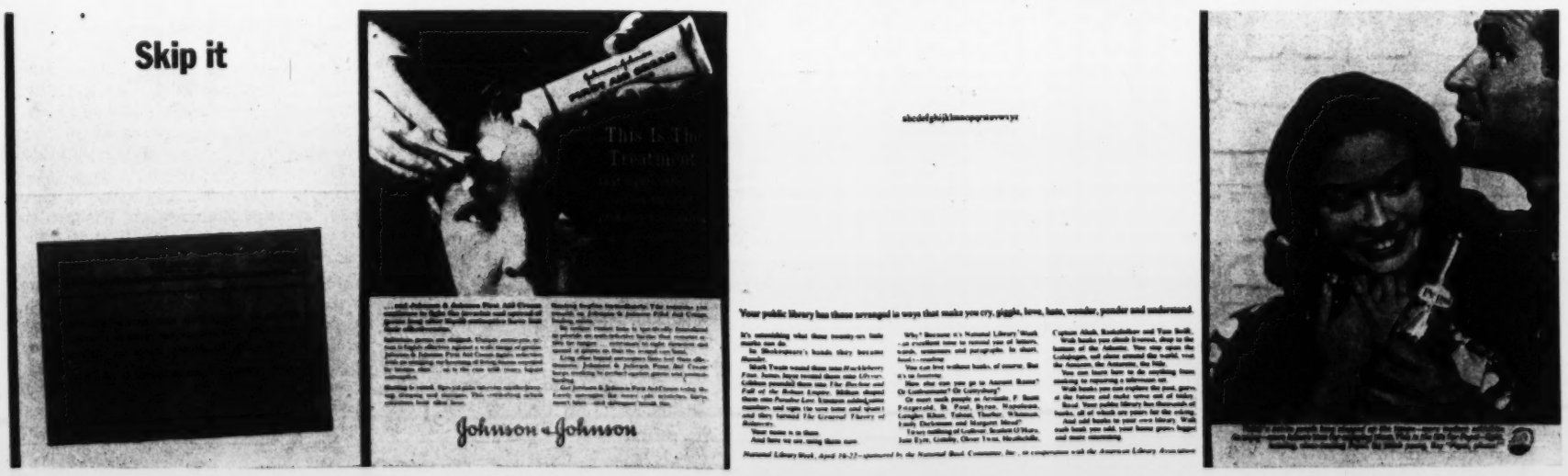
"I suspect, moreover, that some of the ads I have rated low have pulled beautifully.

"Lastly, I have produced many fair to lousy ads myself. My only justification for doing this judging at all is that I look with unhappy eyes at our own production, too. We have never done a perfect ad."

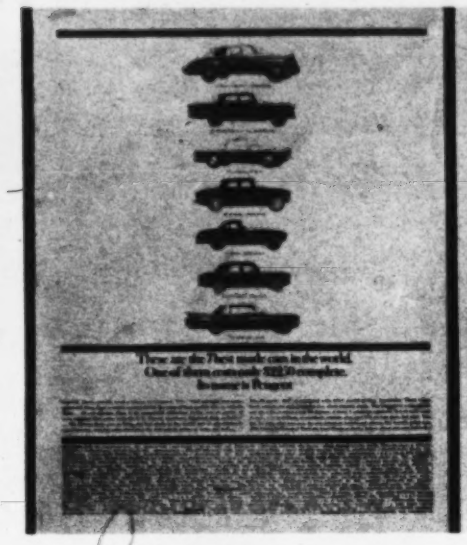
■ I admire on Mr. Biddle's part in this letter an attitude generally referred to as "Christian," meaning kind, understanding, merciful—definitions I find a shade ironic when I recall the Crusades and the Huguenots and the Inquisition and other murders and mayhem undertaken over the centuries in the name of Christianity. However, I feel considerably less sensitive than Mr. Biddle does about what we are about to do this afternoon to the quite defenseless brain children of several score writers and art directors. (I am assuming that none of these ads was spawned by either an account executive or, God forbid, a client.)

While brain children of my own have been viciously hung by the thumbs and had hot lead poured down their gullet—*my* gullet—by the people, known and unknown, whose acidulous comments etch the pages of the aforementioned publication, I must admit that, even when it hurts, and probably particularly when it hurts, the expression of purely personal opinion I find not wholly without benefit to our profession. For example, I am inclined to take exception to what many of you may consider the most practical paragraph in Mr. Biddle's letter, the one which reads, "I suspect, moreover, that

NO. 1—*This b&w page for Volkswagen was the highest-scoring ad of 50 rated by AA's panel. Five of seven panelists gave it a maximum score of 10.*

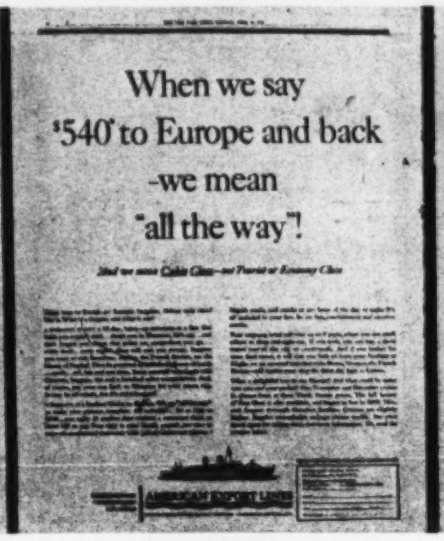

Skip it
Johnson & Johnson
Your public library has these arranged in ways that make you cry, giggle, love, hate, wonder, ponder and understand.

TOP ADS—*Second highest-scoring ad in panel balloting was Western Union. Tied for third were Johnson & Johnson and an ad for Library Week. Pepsi, others followed.*

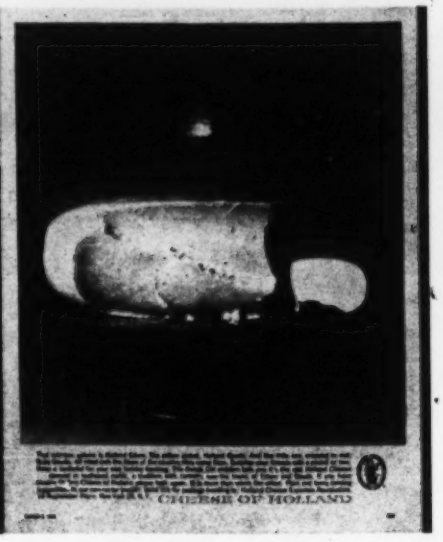


Peugeot

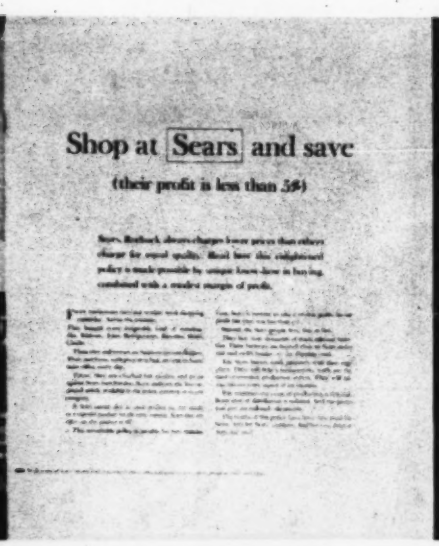
Falcon



American Export Lines



Cheese of Holland



Sears, Roebuck & Co.

Qantas

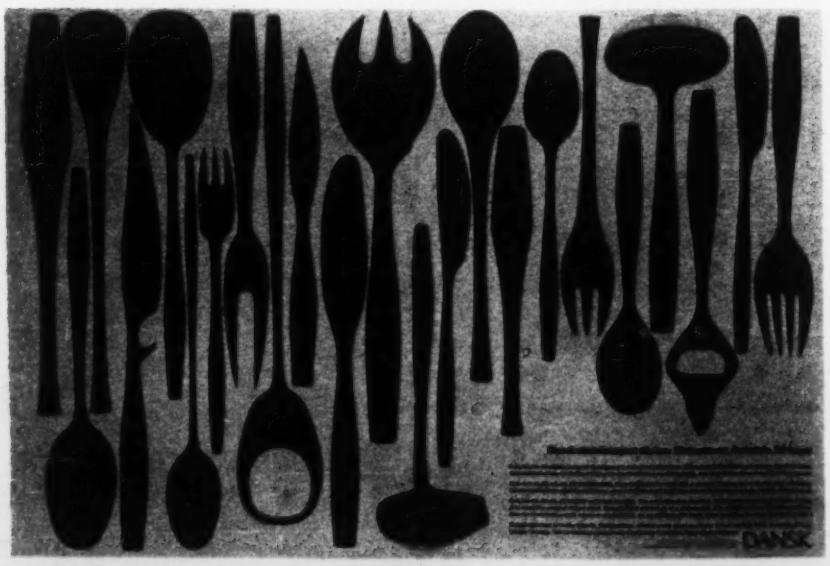
some of the ads I have rated low have pulled beautifully."

Reeves, Weir Agree That Sales Alone Don't Gage Ad Effectiveness

I have been told that there are no two people in advertising at such opposite poles of conviction as Rosser Reeves and myself. And when I compare the books which each of us somehow managed to write I can understand why this is said. Yet I could not avoid being struck by one particularly outstanding similarity in our respective points of view—each of us seems to agree that advertising effectiveness cannot be judged solely in terms of sales—it must be judged in terms of what it does to the minds of the people exposed to it. Actual purchases by consumers—or sales—are subject to the influence of too many other factors, from the quality of the product to the reputation spread about it by previous users, its price, its packaging, its distribution, its point of sale promotion, competitive products and their promotion or pricing, the state of the economy, the weather, Castro, Khrushchev, and almost anything else you wish to name.

Moreover, I see advertising as extremely personal communication. I do not see it as a mechanistic or even electronic seduction of the public. The most successful advertising, the most notable advertising, invariably has behind it a successful or notable personality. Not an agency—unless that agency, like Doyle Dane Bernbach has behind it a personality with the convictions of a Bill Bernbach. With all deference to Draper Daniels and all the other people and personalities at Leo Burnett, the Leo Burnett agency reflects Leo Burnett. I think this is true of Foote, Cone & Belding—as it is of Ogilvy, Benson & Mather and almost any agency where a creative personality with strong convictions runs the creative end of the show. Agencies in which this situation does not obtain are seldom noted for the distinction of their creative work.

Insofar as the expression of personal opinion is concerned, I would be much more impressed by the opinion of a John Steinbeck, a Somerset Maugham or a Winston Churchill than of a committee composed of representative members of the audience our message is intended to reach and influence. While our business has grown in volume largely through the increasing need of it, I think it can easily be demonstrated that it improves in effectiveness only as exceptional individuals break the sound barrier—and I use the word "sound" as an adjective meaning, according to Webster, "Solid in structure and highly resistant to disintegration; also massive, dense."



Dansk Designs

■ But let me say one more thing:

This panel was asked to score 50 ads, and to score them not as ads but as representative of advertising campaigns. Not only did we decline to do it this way—since at least a half dozen of the ads selected are part and parcel of no campaign whatever—but I can think of no more inept and misleading way to judge an ad than as part of a campaign. It should be equipped with sufficient bone and sinew to stand on its own two feet and slug it out with all other ads competing for attention with it. If you judge an ad as part of a campaign, you not only may wind up being too easy on it, but you may automatically sacrifice a great idea on the altar of consistency.

I think the Volkswagen ads illustrate the [value of] judging every ad in a campaign in terms of itself and not in terms of a campaign. If you must achieve consistency, let it be a consistency in terms of communicative brilliance, not in physical resemblance . . .

What the Experts Found

For your information, here is a breakdown of how we so-called experts rated the ads:

1. A majority of us consider 25 ads above average and 25 below average.

2. In judging the ads, whether good or bad, two out of the seven of us agreed 31 times; three of us agreed 12 times; four of us agreed four times, and five us of agreed twice.

3. Four of us found 13 ads below average and six ads above average; five of us found six ads below average and ten above average; six of us found five ads below average (Quaker State, Buick, Comet, Olivetti and Shell), while six of us found two ads above average (Cheese of Holland and Dansk); seven of us found five ads below average (Texaco, Chesterfield, L&M, Underwood and Mayo Spruce), while seven of us found three ads above average (Volkswagen, Western Union and Johnson & Johnson, in that order).

4. There were 14 ads considered "not quite up to snuff—a bit below average." There were 11 considered "fair—about average." Twenty-one were considered "good—better than average." Three (Sears, Western Union and Johnson & Johnson) were considered "excellent—far above average." And one (Volkswagen) was considered "superb—really outstanding."

If you will analyze particularly the ads

THE MOHAWK RUBBER COMPANY

AKRON 5, OHIO

FACT: SPORTS ILLUSTRATED families buy more tires, 230 tires a year per 100 families. The national average is 123 tires a year per 100 families.

Mr. William B. Clark, Jr.
Cleveland Manager
Sports Illustrated
Hanna Building
Cleveland 15, Ohio

Dear Bill:

I have just seen some first-half sales figures which were extremely interesting to me, and which I think will be equally interesting to you and your cohorts at SPORTS ILLUSTRATED.

Figures show that the Mohawk Strato Chief -- our premium tire -- accounted for an impressive 20% of our passenger tire volume between January and June. This 20% figure is particularly significant since it compares with an industry figure of about 8%, the average contribution of the premium tire to volume.

We can and do attribute this unusual achievement of the Strato Chief to a number of things -- but among them, I am sure, is the fact that it's advertised regularly in SPORTS ILLUSTRATED, and if advertising can produce results, your magazine would have to get the credit, because the combination of our exclusive SPORTS ILLUSTRATED schedule and the Strato Chief has certainly been a winning one.

I can only add that our decision last Fall to concentrate on the SPORTS ILLUSTRATED readership was a good one. It has become increasingly evident that the families you reach do an inordinate amount of driving and trip-taking, as part of their active lives, and that they both value and can afford the style and safety that are obtainable from driving on premium tires.

With all best wishes,

Bill

WFI:pé

W. F. Irvin
Advertising Manager

Reading between the lines tells the story one way. But there is more to the story. SPORTS ILLUSTRATED families own more cars—153 for every 100 families. The national average is 90 cars for every 100 families.

SPORTS ILLUSTRATED families drive more miles—17,108 miles per year. The national average is 10,000 miles.

SPORTS ILLUSTRATED families have more money—a median annual income of $10,825. The national median is $5,545.

In fact, if every family in the U. S. had bought new tires in 1960 the way SPORTS ILLUSTRATED families bought new tires, it would have been a 128,000,000-new-tire year instead of a 69,000,000-new-tire year.*

Good reason why, for the first six months of 1961 SPORTS ILLUSTRATED was fourth among all magazines in the land in total pages of tire advertising. SI is a basic buy

*new-replacement tires only—not counting original equipment

Here are the judges' score sheet instructions:

"All scores must be in terms of a single number. The definitions are merely for the scorer's assistance:

10	superb -- really outstanding
9	excellent -- far above average
8	
7	good -- better than average
6	
5	fair -- about average
4	not quite up to snuff -- a bit below average
3	
2	really bad -- I'd be ashamed to have turned it out
1	

AD SCORE SHEET—*These are AA's instructions to Walter Weir's panel, telling how to score the ads.*

most of us were in greatest agreement on, you will find, I believe, that we collectively subscribe to certain fundamental principles, that we have basic criteria for judging an ad good or bad. I think you will find further that where we did not broadly concur, the ads were essentially indifferent and did not contain in full measure the qualities we find essential to excellence or indicative of inferiority. Indeed, our broad divergence on many of the ads judged may well derive from the value we place, as individuals, on qualities we consider essential and our allowing the presence or absence of one or two of these to sway our judgment.

Let me cite the criteria I believe all of us on this panel look for to judge an ad excellent or to condemn it as bad. First, consider the ads which six or seven of us agreed upon as excellent or superb—Volkswagen, Cheese of Holland, Western Union and Dansk. I think you will find in these the following qualities:

1. A dramatic freshness and originality of presentation which makes them at once arresting and markedly different from the other ads that surround them.
2. A clarity, simplicity and obvious good taste in their physical presentation; an orderliness, a balance, a cleanness of line.
3. A freshness of wording; copy that does not sound like copy but which is almost editorial in tone; helpful; friendly.
4. A noticeable lack of exaggeration, high pressure and trickiness.

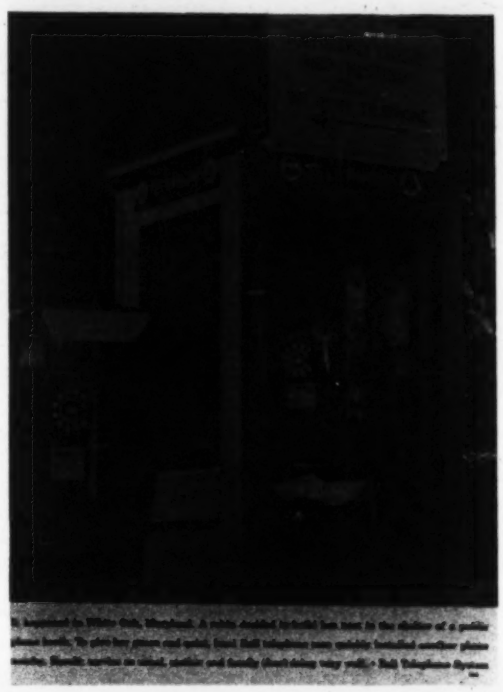
■ I did not mention the Johnson & Johnson ad, which six of us rated at eight or above and which was the third highest scored ad, topped only by Western Union and Volkswagen. This ad does not reflect originality of presentation nor is its language particularly fresh or devoid of cliches. It does, however, come across clearly. It is understandable. And it demonstrates a friendliness and concern which is almost neighborly in tone. This, too, is an important criterion, and it is likely that if more ads exhibited it, the Four A's would not be considering a face-lifting pr program.

Now let us turn to the ads which six or seven of us agreed were really bad—L&M, Chesterfield, Underwood, Olivetti, Quaker State, Mayo Spruce, Shell, Texaco and Comet. With the exception of L&M, Chesterfield and Comet, most of these ads reflect orderliness and, insofar as Underwood and Olivetti are concerned, a dramatic freshness in physical presentation. I think you will find these were rated as low as they were for one or more of the following reasons:

1. Difficulty in getting the story.
2. A not particularly bright or interesting presentation.
3. A tired rehash of words, phrases and claims.
4. No apparent promise of helpfulness. ≠

The Creative Man's Corner . . .

How a Great Ad Was Hatched



To its lowest echelon employe, the Bell Telephone System has absolutely fabulous public relations. How a company so enormous could arrange for all its countless workers to be constantly thoughtful and considerate is something of a mystery to us, since human nature is so generally cantankerous.

This ad tells how local Bell telephone men of White Oak, Md., installed a temporary phone so that a robin who had moved into a phone booth could sit on her eggs undisturbed. The sign erected is a masterpiece of copywriting —*Temporarily closed. Bird nesting. Please use other telephone.* The copy in the ad reporting the incident also shows Bell System thoughtfulness—it satisfies the reader's concern for the nesting mother by reporting that the eggs hatched successfully and service in the booth is back to normal.

A superb use of a great news story! ≠

Agencies Ask Us . . .

How Fee Basis Accounts Solve the 15% Problem

By Kenneth Groesbeck
Advertising Agency Consultant

In reviewing the financial statements of markedly successful small agencies, one frequently finds a yearly gross income as high as $100,000 on a business total of between $300,000 and $400,000. When inquiry is made as to this 30-40% income instead of the 15-20% gross on which so many of our agencies struggle to make ends meet, one finds the answer, of course, in fees. So it seems that in this situation lies the answer to why many small agencies survive and prosper. They have found business which justifies the charging of fees, and they have successfully sold their clients on the justification of the expenditure.

Kenneth Groesbeck

So far as this particular observer has been able to find out, there seem to be some seven areas of service where fees flourish, to the mutual profit of both agencies and clients. These areas are

1. Direct mail
2. Mail order
3. Industrial advertising
4. National accounts locally distributed
5. Purely local accounts
6. Printing and point of purchase material
7. Developmental accounts

Your own business experience will tell you that all these jobs involve so much extra time, or the services of so much more expensive manpower, that you would lose money on them hands over fists if you attempted to do them on anything like a 15% basis.

■ Investigation indicates that while many agencies get liberal fees for all these jobs, they do so only when they have been able to prove a high degree of ability in the work involved. In other words, all these areas are difficult and demanding. On them, you don't get a fee just for its asking. You get it only when you outline a program complete with personnel and time sheets, backed by experience in the work itself.

The fact that such agency jobs are not sought by higher overhead larger agencies as a general thing, so that the areas seem non-competitive, does not come into the picture as much as it used to. This, because many smaller shops are waking up to this fee business, and are soliciting fee accounts with plenty of background and ability to sell. So to succeed in this highly remunerative field, an agency has to be really good.

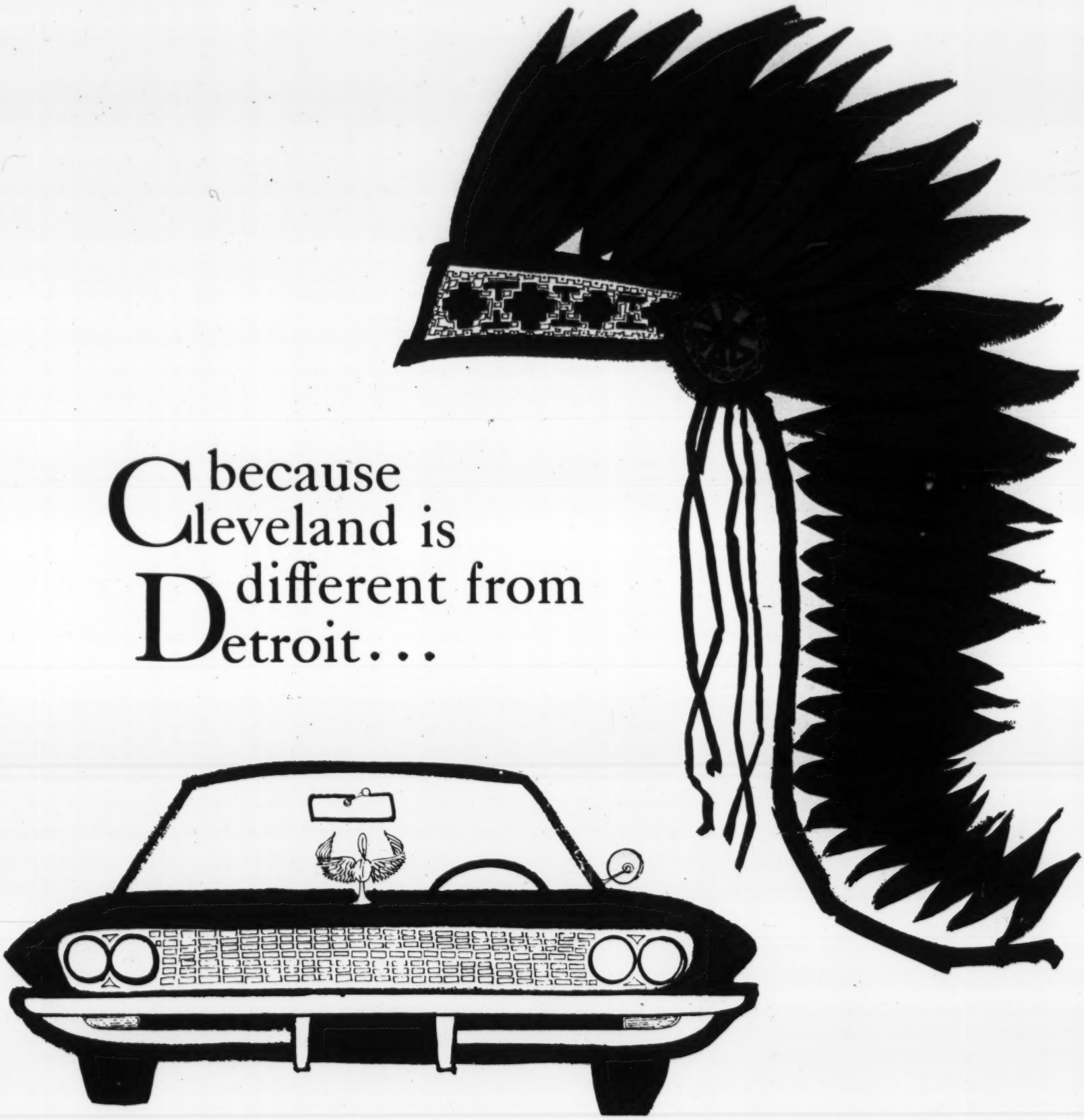
It is not difficult to get paid, and liberally, for work which pays for itself. Such activities as direct mail and mail order advertising are self-liquidating, as it were. Copywriting ability and smart planning in these fields are rare and highly paid skills.

■ When it comes to the various sorts of advertising we have listed—industrial, early phases of what will become national accounts, and purely local accounts—it is certain that all these take a disproportionate amount of time and care, and that one can make them pay only on a fee basis, but it is often difficult to make the advertiser see this.

It becomes especially difficult when competitors offer to do these jobs on the regular 15% commission basis. Both they and the client lose on this impossible deal, but that doesn't make it any easier for the agency which knows how to do the work, determines to do it right, and refuses to lose money on the transaction.

Here definite plans, time sheets, manpower specifications, are the only effective selling tools. It is a credit to the intelligence of both the client and the agency that when this factual material is assembled, it often does the job, and obtains work for the agency involving enough fee income so that a reasonable profit results.

■ Very much the same sort of situation is involved in printing jobs and point of



C because Cleveland is D different from Detroit...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WJW-TV now rates first* in Cleveland from sign-on to sign-off. WJBK-TV Detroit has the highest* share in any four station market . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer Television Sales, Inc. has up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**ARB-July 1961*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

purchase material. This has no 15% tradition to muddy the water, and is almost always done on estimate of total costs. In such work, however, the agency runs into competition with able printers, many of whom have their own advertising and marketing departments. The agency's extra cost to the advertiser can be justified only by greater knowledge of the client's business, greater skills in presenting an advertising message more effectively at the point of sale, and perhaps better copy.

■ This sort of work can get the advertising agency into severe monetary losses unless the estimating is done with great care. Almost invariably it takes longer and turns out to be more expensive than the agency figured. Perhaps an escape hatch in the form of a cost-plus clause may be the answer. While the agency contracts with printers to do the actual work, and is thus protected on the processes involved, it needs advance protection against its own extra time used to do the job right. Projected profits go down the drain in a hurry when expensive employes have to utilize unexpectedly longer hours on the job.

There are no areas in agency work in which a sound cost system is so essential as it is on jobs for which the agency plans to charge a fee. Not only will such cost accounting set up a remuneration fair to both client and agency; it prevents arguments and post-mortems which may wreck the entire relationship. While one can safely advise agencies, particularly of the smaller size, to work towards fee accounts for sufficient gross income, one must also add the hope that such work will not even be contemplated until the agency knows its costs, and can prove them.

With ability and the willingness to work hard, and with sound financial guidance, one finds fee charging the outstanding reason for so many small agencies surviving and making real money. #

short words in any one headline.

"Not more than two complete sentences in any one piece of copy . . .

"Any artwork suggestions or alterations banned completely, on basis that this would completely stultify creative effort of a very temperamental art staff.

"2. In the field of media—

"Client is allowed complete freedom of choice in the selection and scheduling of publications so long as no deletions or switches of publications are contemplated.

"Any suggestions for schedule increases are graciously welcomed.

"Extra-Curricular or After-Hours Contact

"He is careful to excel in only those sports and pastimes in which the client is definitely non-competitive and uninterested. (On the golf course, for example, where Lewis plays in the low 80's, the client works in the high 120's.) . . .

"He manages to have a hairline one inch more receding than that of the client . . .

"In conclusion, I would like to suggest —modestly but sincerely—that one of Bill Lewis' outstanding assets is . . . having a thoughtful, even-tempered, brilliant, understanding, untemperamental client like me to work with."

Shall We Prance?

"INSTANT EUROPE" reads the headline of a current Holland-America Line ad.

"Brandy for two in a cozy 'bistro'. . . one of many continental accents to spice your Atlantic crossing via Holland-America Line," reads the subhead.

We don't know whether you can see the guy in the shadows leaning over the gal in the picture, see the inviting look on her face, or see the bottle of champagne ("Don't be afraid, darlink . . . it's only a bachelor's apartment.") But to us it all looks like a beautfiul Instant Friendship.

Like the slogan says, "It's good to be on a well-run ship." #

The Peeled Eye Department . . .

Who Says Gorillas Make the Best Account Executives?

By Dick Neff

Client's-Eye View of a Good Contact Man

Years ago a famous creative director said that the ideal account executive, from a creative person's point of view, would be a gorilla.

Dick Neff

Qualifications: Big feet for delivering ads to the client, long arms for carrying big layouts, and best of all, no brains. This last qualification would keep him from thinking, which in a contact man, said the weary creative director, is disastrous.

Many times in the past the image of that ideal AE has crossed our minds in meetings with less gifted account executives. But we now have a much better description of the ideal account executive.

It is from the August issue of *"Rough Copy,"* the house organ of Geyer, Morey, Madden, & Ballard, which asked several Geyer clients, "What do you think are the qualities of the ideal account executive?"

Following are some excerpts from the answer given by W. E. (Bill) Saylor, director of advertising and sales promotion, Kelvinator division, American Motors Corp. We wish we had space for the whole answer. It's a classic.

"Author's Note: Hours of soul-searching contemplation have gone into this client's-eye view of Vice President W. D. (Bill) Lewis, because I feel keenly the grave responsibility for presenting . . . an accurate appraisal of this resourceful, hard-working young contact executive . . .

"Work-a-Day Contact Analysis

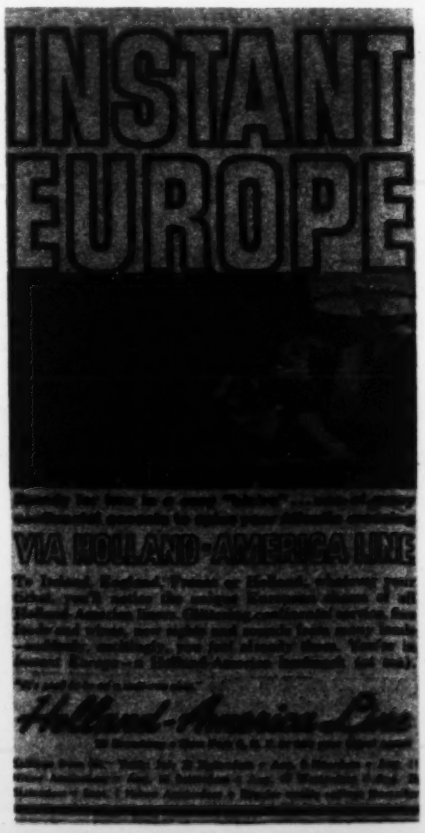
"*First*—Bill Lewis is unquestionably a jewel among contact executives who accomplishes his . . . responsibilities with scarcely a wrinkle of worry . . . Even when faced with weighty, and frequently unanswerable, questions, he invariably gives the external impression of having the right answer at his fingertips and is only awaiting the psychological moment to present the solution. This . . . is very soothing and reassuring to the client.

"*Second*—Bill Lewis is dedicated to selling each and every agency program—but with finesse. He never suggests that 'this insane idea comes out of the New York office.' Instead, he takes the attitude that 'while this idea may be a bit bizarre, its unorthodox approach is so good that the only sensible reaction of a skilled adman like the client is to make a fair trial of the program.'

"*Third*—While Mr. Lewis freely admits that the intellectual qualifications . . . of the client should weigh heavily in all advertising discussions, he nevertheless insists upon certain limitations of the client's OK'ing prerogatives in order to cut down on work and worry on the part of the client. This is very . . . helpful, indeed. Boiled down, these limitations are as follows:

"1. Copy changes must be limited to—

"Not more than one long or two



On the Merchandising Front . . .

Another Rope Around Traditional Selling

By E. B. Weiss

In a recent column (AA, Sept. 11), titled "Outdated Ad Presentations to the Trade," I mentioned that I had never been so bitterly assailed as I have been as a result of my prediction that the role of personal selling, *as traditionally defined*, is waning. I also said in that column that I proposed, nonetheless, to pursue this subject vigorously—after all, one more nick on this corrugated neck is of little importance!

E. B. Weiss

In that column I made the point that advertising presentations to the trade were still being made by salesmen very much as had been done 20 years ago —and that, as a consequence, these ad presentations were falling on deaf ears.

I also pointed out that many advertising presentations to the trade were being made by salesmen to trade buyers who no longer made buying *decisions*, but rather only buying *motions*. And I contended that even if these buyers were vastly impressed by an outmoded advertising presentation, there was little they could or would do about it since decision-making power had been taken away from them in big gobs.

■ Now in this column I would like to mark out still another development that promises to change even some of the more *recently developed*, and therefore *newer*, functions of so-called salesmen who are actually detail men. I refer to the fact that retail clerk unions tend to fight tooth and nail against some of the functions of supplier detail men. To the extent that the unions are victors in this battle—and, over a period of time, I think they will win their point—*to that very extent* will the present role of manufacturers' detail men both shrivel and change.

Not long ago, in one section of the nation, Safeway signed a restrictive shelf-stocking clause with a clerk union. This was in the New York-New Jersey area. In a contract with Retail Clerks Local 1262, ending a 12-day clerks' walkout, Safeway agreed to reserve *exclusive right of shelf-stocking to store clerks!* Said *Super Market Merchandising* in commenting on this development: "Observers predict this precedent will spread through the whole marketing area."

■ I am under the impression, as a matter of fact, that this clause appears in several union contracts in food outlets in other parts of the country. And I am positive that, over the next few years, the same or a similar clause will appear in other clerk contracts not only in the food outlet but in other retail outlets.

This is an easy prediction to make. The entire history of the union movement has been toward restrictive clauses of precisely this type. Indeed, it is really part and parcel of the practices that started on the railroads years ago and which have come to be known as featherbedding and which bear down so heavily on modern railroad operation. It is also the factor that has led to so many intra-mural conflicts among various unions in the building trades, etc.

The retail clerk unions will become stronger. They will appear in retail outlets to which they may as yet be strangers. As they become stronger, they will begin to insist on this restrictive clause. (When a powerful retailer like Safeway must sign such a clause—would it be safe to assume that many other retailers will be immune for very long?)

Now it so happens that just as some of our more advanced marketers in the food field finally became aware that their salesmen calling on store units of the chains had little opportunity to sell (in the traditional meaning of the term), they turned to so-called "detailing" functions. The former salesmen took inventory, filled shelves, set up displays (which sometimes are promptly taken down or messed up when a competing detail man appears on the scene), etc. In many cases they are still called "salesmen"—but these functions are hardly what is meant by the term "selling."

This became a new function for manufacturers' representatives. It represented a reasonably valid change made in conformance with changing circumstances.

But the point I am making here is that at the very moment that at least one sales executive (whose scalp I aim to take some day!) calls me "stupid" for insisting that the traditional role of personal

THERE'S NO MAGIC ABOUT IT

-all it takes is imagination to produce attractive two-color printing at little more than one-color cost

The word is spreading fast. Black on white is all right for books and newspapers, but printed pieces designed to sell goods or services get more attention, do a better selling job, when they are colorful (like the ad you are now reading, for example).

This does not mean hiking the budget—stepping up from one press impression to two. What it means is merely printing in colored ink on colored paper.

The choice of colors is practically unlimited—there are actually 38 different colors of paper in the big Beckett line and many times that number of ink. The Beckett Color Selector shows how seven different colors of ink look on 14 different colors of paper—98 combinations. You may have one by writing for it on your business letterhead.

The Beckett Paper Company

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

BUCKEYE-BECKETT PAPERS ©

SATIN SHELL (*Beckett Offset and Beckett Vellum*) *is available through these Leading Merchants*

ALABAMA
- Graham Paper Company — Birmingham
- Sloan Paper Company — Birmingham
- Partin Paper Company — Mobile

ARIZONA
- Butler Paper Company — Phoenix
- Graham Paper Company — Phoenix
- Graham Paper Company — Tucson

ARKANSAS
- Roach Paper Company — Little Rock
- Western Newspaper Union — Little Rock

CALIFORNIA
- Butler Paper Company — Los Angeles
- Zellerbach Paper Company — Los Angeles
- Butler Paper Company — San Diego
- Pacific Coast Paper Company — San Francisco
- Zellerbach Paper Company — San Francisco

COLORADO
- Butler Paper Company — Denver
- Graham Paper Company — Denver
- Butler Paper Company — Pueblo

CONNECTICUT
- Carter Rice Storrs & Bement, Inc. — Hartford
- Henry Lindenmeyr & Sons — Hartford
- Carter Rice Storrs & Bement, Inc. — New Haven
- Henry Lindenmeyr & Sons — New Haven

DISTRICT OF COLUMBIA
- The Barton, Duer & Koch Paper Company
- Stanford Paper Company

FLORIDA
- Jacksonville Paper Company — Jacksonville
- Everglade Paper Company — Miami
- Central Paper Company — Orlando
- Capital Paper Company — Tallahassee
- Tampa Paper Company — Tampa

GEORGIA
- Sloan Paper Company — Atlanta
- Macon Paper Company — Macon
- Atlantic Paper Company — Savannah

ILLINOIS
- J. W. Butler Paper Company — Chicago
- Graham Paper Company — Chicago
- James White Paper Company — Chicago
- J. W. Butler Paper Company — Peoria

INDIANA
- Butler Paper Company — Evansville
- C. P. Lesh Paper Company — Evansville
- Butler Paper Company — Ft. Wayne
- The Central Ohio Paper Company — Indianapolis
- The Chatfield Paper Corporation — Indianapolis
- C. P. Lesh Paper Company — Indianapolis
- Mid-States Paper Company — Terre Haute

IOWA
- J. W. Butler Paper Company — Cedar Rapids
- Western Newspaper Union — Des Moines
- Weber Paper Company — Dubuque
- Western Newspaper Union — Sioux City

KANSAS
- Butler Paper Company — Wichita
- Graham Paper Company — Wichita

KENTUCKY
- Graham Paper Company — Louisville
- Louisville Paper & Mfg. Co. — Louisville
- Rowland Paper Company — Louisville

LOUISIANA
- Butler Paper Company — New Orleans
- Graham Paper Company — New Orleans
- Western Newspaper Union — Shreveport

MAINE
- Carter Rice Storrs & Bement, Inc. — Augusta

MARYLAND
- The Barton, Duer & Koch Paper Co. — Baltimore
- Stanford Paper Company — Baltimore

MASSACHUSETTS
- Carter Rice Storrs & Bement, Inc. — Boston
- Lindenmeyr Paper Co., Inc. — Boston
- Carter Rice Storrs & Bement, Inc. — Springfield
- Carter Rice Storrs & Bement, Inc. — Worcester

MICHIGAN
- Butler Paper Company — Detroit
- The Union Paper & Twine Company — Detroit
- Central Michigan Paper Company — Grand Rapids
- The Union Paper & Twine Company — Jackson

MINNESOTA
- Carpenter Paper Company — Duluth
- Butler Paper Company — Minneapolis
- Graham Paper Company — Minneapolis
- Inter-City Paper Company — Minneapolis
- Inter-City Paper Company — St. Paul

MISSISSIPPI
- Graham Paper Company — Jackson

MISSOURI
- Butler Paper Company — Kansas City
- Graham Paper Company — Kansas City
- Midwestern Paper Company — Kansas City
- Butler Paper Company — St. Louis
- Graham Paper Company — St. Louis
- Butler Paper Company — Springfield

MONTANA
- Western Newspaper Union — Billings
- Yellowstone Paper Company — Billings
- Ward Thompson Paper Company — Butte

NEBRASKA
- Western Newspaper Union — Lincoln
- Western Paper Company — Omaha

NEW JERSEY
- Lindenmeyr Schlosser Co. — Newark

NEW MEXICO
- Butler Paper Company — Albuquerque
- Graham Paper Company — Albuquerque

NEW YORK
- The Hudson Valley Paper Company — Albany
- The Alling & Cory Company — Buffalo
- The Union Paper & Twine Company — Buffalo
- The Alling & Cory Co., Miller & Wright Paper Co. — New York City
- Bulkley, Dunton & Company — New York City
- Lindenmeyr Schlosser Co. — New York City
- Marquardt & Company, Inc. — New York City
- Nelson-Whitehead Paper Corp. — New York City
- The Alling & Cory Company — Rochester
- The Alling & Cory Company — Syracuse
- Troy Paper Corporation — Troy
- The Alling & Cory Company — Utica

NORTH CAROLINA
- Henley Paper Company — Asheville
- Caskie Paper Company, Inc. — Charlotte
- Charlotte Paper Company — Charlotte
- Henley Paper Company — High Point
- Epes-Fitzgerald Paper Company — Raleigh

NORTH DAKOTA
- Western Newspaper Union — Fargo

OHIO
- The Chatfield Paper Corporation — Cincinnati
- The Cincinnati Cordage & Paper Co. — Cincinnati
- The Diem & Wing Paper Company — Cincinnati
- The Whitaker Paper Company — Cincinnati
- The Central Ohio Paper Company — Cleveland
- The Union Paper & Twine Company — Cleveland
- The Central Ohio Paper Company — Columbus
- The Central Ohio Paper Company — Dayton
- The Cincinnati Cordage & Paper Co. — Dayton
- The Central Ohio Paper Company — Toledo

OKLAHOMA
- Graham Paper Company — Oklahoma City
- Beene Paper Company — Tulsa

OREGON
- West Coast Paper Company — Portland

PENNSYLVANIA
- Garrett-Buchanan Company — Allentown
- Lehigh Valley Paper Corporation — Allentown
- The Alling & Cory Company — Harrisburg
- Bock Paper Company — Harrisburg
- Garrett-Buchanan Company — Lancaster
- Garrett-Buchanan Company — Philadelphia
- J. L. N. Smythe Company — Philadelphia
- D. L. Ward Company — Philadelphia
- The Alling & Cory Company — Pittsburgh
- The Chatfield & Woods Co. of Pa. — Pittsburgh
- Garrett-Buchanan Company — Reading
- Elm Paper Company — Scranton

RHODE ISLAND
- Carter Rice Storrs & Bement, Inc. — Pawtucket

SOUTH CAROLINA
- Palmetto Paper Company — Columbia

SOUTH DAKOTA
- Sioux Falls Paper Company — Sioux Falls
- Western Newspaper Union — Sioux Falls

TENNESSEE
- Graham Paper Company — Chattanooga
- Sloan Paper Company — Chattanooga
- The Cincinnati Cordage & Paper Co. — Knoxville
- Graham Paper Company — Knoxville
- Graham Paper Company — Memphis
- Graham Paper Company — Nashville

TEXAS
- Graham Paper Company — Amarillo
- Graham Paper Company — Dallas
- Southwestern Paper Co. — Dallas
- Graham Paper Company — El Paso
- Southwestern Paper Company — Ft. Worth
- Graham Paper Company — Houston
- Southwestern Paper Company — Houston
- Graham Paper Company — Lubbock
- Graham Paper Company — San Antonio

UTAH
- Western Newspaper Union — Salt Lake City

VIRGINIA
- Caskie Paper Company, Inc. — Lynchburg
- B. W. Wilson Paper Company — Richmond

WASHINGTON
- West Coast Paper Company — Seattle
- McGinnis Independent Paper Co. — Spokane
- Allied Paper Company — Tacoma

WEST VIRGINIA
- Copco Papers, Inc. — Charleston
- The Cincinnati Cordage & Paper Co. — Huntington

WISCONSIN
- Standard Paper Company — Appleton
- Steen-Macek Company — Green Bay
- Standard Paper Company — Madison
- Bauer Paper Company — Milwaukee
- Standard Paper Company — Milwaukee
- Standard Paper Company — Wisconsin Rapids

EXPORT AGENTS:
- Bulkley, Dunton Paper Co., S.A. — New York City
- Castex Paper Export Co. — New York City
- Champion Paper Corporation, S.A. — New York City
- Silleb, Inc. — New York City
- Pamco Incorporated — San Francisco

CANADIAN AGENTS:
- Barber-Ellis of Canada, Ltd. — London, Ontario
- Clark Papers, Ltd. — Calgary, Alberta
- Smith, Davidson & Lecky, Ltd. — Calgary and Edmonton, Alberta
- T. B. Little Papers, Ltd. — Montreal, Quebec
- McFarlane Son & Hodgson, Ltd. — Montreal, Quebec
- Whyte-Hooke Papers, Ltd. — Toronto, Ontario
- Wilson-Munroe Company, Ltd. — Toronto, Ontario
- Coast Paper Company, Ltd. — Vancouver, B. C.
- Mid-West Paper Sales, Ltd. — Winnipeg, Manitoba

This insert is printed on Beckett Offset, Canary, 80 lb. sub., in our new Satin Shell finish.. Note its velvety texture. It has the printability of fine uncoated paper, yet the lustre and sheen of coated paper. It has exceptional folding qualities and resistance to smudges and fingerprints.

Satin Shell is carried in stock; minimum order, 1 carton. Ask your nearby Beckett merchant, listed above, for complete Satin Shell sample swatch.

What They're (Really) Saying . . .

By W. H. Everett

"You may use the conference room now. The client just left."

selling in most fields is waning—we see that one of the *newer* roles of manufacturers' representatives, detailing, is *already* in process of change!

■ I suspect that by the time my mud-slinging adversary becomes dimly aware of the waning role of *traditional* selling, *still other newer* roles of more modern selling will have begun to change. Detailing by manufacturers' representatives will be merely the first of the *newer* selling functions to follow *traditional* selling into limbo.

I mentioned in my column last week that I am working on a deep study for Doyle Dane Bernbach on one phase of this subject—namely, the waning decision-making powers of the store buyer. That study will be published this fall. It develops the circumstances that are relegating the store buyer to a man who makes buying *motions*, not buying *decisions*. And it goes on from there to make the point that too many salesmen continue to spend the major part of their time calling on the buyer with traditional selling pitches. Yet the buyer has less and less authority to make a buying decision.

What I didn't mention last week, though, is that I plan also to develop this concept *into a book!*

That book will be dedicated to sales executives who comprehend that the only permanent thing in life is change—and that change is coming about with extraordinary rapidity in the world of personal selling. #

On the Packaging Front . . .

Life in a Cereal Factory— or, the Hazards of 'Bottoms Up!'

(Mr. Smith is advertising and merchandising director of S. C. Johnson & Son, Racine, Wis. His first advertising job was with the old Melamed-Hobbs agency in Minneapolis in 1945. In 1949 he joined Swift & Co., Chicago, and was product manager until 1953 when he moved to New York as account executive with BBDO. He joined S. C. Johnson as advertising manager in 1955 and was appointed to his present post the following year. His column, which appears for the fourth time in this issue, will be published twice a month.)

By Douglas L. Smith

The cereal companies, when it comes to packaging, have one of marketing's toughest jobs. And few, if any, packaging-oriented business men try harder to make the package do all that it *should* do, or seek more creative merchandising techniques to make their packages more effective.

Douglas Smith

During the last year these victualers of the breakfast table have accomplished some noteworthy things in their packages.

Opening and resealing is now easier than before, and appears to help in retaining freshness. This has been no small problem over the years, and to achieve both (1) easy, neat openings and (2) convenient, effective re-closing, is a definite consumer benefit, considering that freshness can be retained to a favorable degree, and the spilling problem in the event of a dropped or tipped package is reduced considerably.

Some of the cereal companies are now test marketing "pouring-spout" features that may be significant improvements over the present packages, indicating the constant striving for improvements within this product line by the manufacturers. These new packages being tested will strive as they must to eliminate the inner container within the cardboard carton, and provide for a finished lining in the box itself that (hopefully) will preserve the freshness of the cereal inside, both before and after closing, as well as bring an improved opening and pouring advantage to the consumer.

■ In merchandising, the constant, and at times *frantic* efforts to make the package (via cut-outs, or pack-on premiums, or prizes, or write-in offers) more of a sales and repeat-sales feature, is something to behold. Recently, an actual comic book pack-on gave a fresh new lift to one brand, and so it is about to be imitated by a competitor—the best evidence of success in cereal packaging.

And not long ago, one manufacturer, either bravely or with fear and trembling, actually built a campaign around the appeal of NOT having a gimmick in or on, the package, using as an advertising theme the line, "Look, Mom, no premiums!"

Yet, these various merchandising efforts are really ingenious at times, and while the poor, tired chap who must think up new ideas, and is haunted in his dreams by the fear of some competitor besting him, probably longs for the day when they all can say, "Look, no gimmicks," he must know that he, like all his contemporaries, is trapped. So, on he goes, creating, laboring, and hoping that some scamp in the supermarket aisle is running after mother saying, "Look, Mom, get this one."

■ As for the package design itself, are the cereal folks encountering something of a backfire by making the cartons bigger and bigger? From the standpoint of the folks at home who have to put packages away after breakfast each morning, many brands are now so large that they cannot fit the kitchen shelves. And from the standpoint of the grocer, the gentleman in the picture depicts a not-at-all untypical problem on the shelves today with the cereal cartons. The packages have been made bigger, to dominate the shelf, to "flag" the brand name, and to stand out boldly from a distance. One company tried it—as a merchandising device to increase sales—and *it worked*, so others have followed suit—and now look, they are all so big that there is no longer room for them to stand upright, and they all lie flat (in this store and many other stores) so that the only panel on the carton that the consumer sees is, of all things, the *bottom!*

May we somewhat facetiously ask, "What next in cereal packaging—bigger and broader bottoms?" #

BOTTOMS UP—*The new bigger-than-ever cereal cartons pose a space problem for grocers who as this one demonstrates, must stack them flat showing only the bottom of the carton to catch the shopper's eye.*

Tips for the Production Man . . .

More Than a Gadget . . . a Useful Tool

By Kenneth B. Butler

Hats off to the Beckett Paper Co. for an extremely useful packet. It has all the intrigue of a gadget, but I quickly withdraw that name because this "Color Selector" is truly a useful tool that any production man (or artist) should have within fingertip reach.

There's a lot of interest now in the effect of two-color printing at slightly more than one-color cost by printing in colored ink on colored paper stocks. The Beckett folks provide a packet which consists of seven acetate sheets in seven different colors of ink . . . the colors most commonly used in commercial printing and promotion.

These sheets, in size 5½x8¼", are contained in a handy pocket on the inside cover of a showing of their colored offset papers and also their colored cover papers.

By placing any selected ink color printed on an acetate sheet over several prospective paper swatches, you can see at a glance what the finished printed color combination will look like.

You can size up contrast, legibility, both in type, in reverse plate and in illustration—all in one inspection.

More than this, the acetate sheets also show the finished tones contributed by various screens, specifically 10%, 25%, 50%, and 75% screens. The illustrations are in halftone but give an accurate idea of how line-work would reproduce.

The seven colors of printed acetates are bright red, medium green, plum, tan, orange, bright blue and bark brown.

The Beckett folks state that these may be procured through Beckett paper dealers, or you can send them an S.O.S. to Beckett Paper Co., Hamilton, O.

Here is another valuable tool to stimulate the imagination of layout men, production planners, art directors, printers and advertisers. Colored ink costs very little more than black ink. Similarly the additional cost of colored and tinted papers is only moderately greater than the cost of white papers. #

Three Join Central

Eugene Warnecke, David Hartman and Jack Green have joined the copy-contr department of Central Advertis..g Agency, Lima, O. Mr. Warnecke was formerly a member of the sales promotion department of Baldwin-Lima-Hamilton Corp., and director of personnel and safety of Duff Truck Line. Mr. Hartman formerly was with H. M. Klingensmith Co., and Mr. Green formerly was a copywriter of Penn Traffic Co., Johnstown, Pa.

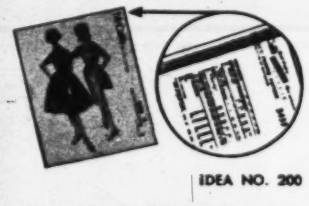
SELF-STICK-O ADHESIVE WORLD'S MOST VERSATILE

'around
kleen-stik

IDEA NO. 199

"Tilt-Tip" Tied To TV Tickler

This *bright* quill by Scripto's Packaging Director Ted Kingsford and Art Dir. Ken Bogel makes a P.O.P. point that *sticks* for new "Tilt-Tip" pen introduced on TV. Quill was produced in Jr. and "large-economy" sizes (13" and 38"). Maurice Towery of Longino & Porter, Inc. lightened the litho load. Bill Teem, Jr. of American Finishing Co. did the two size die-cut and added the *grip* with Kleen-Stik "Dubl-Stik" tape. A Model 60 applicator applied 3 separate tape strips of different lengths all at the same time across the back of the quills. All firms are located in Atlanta, Ga.



IDEA NO. 200

Keeping Fashionable with Kleen-Stik . . .

The dizzy pace of keeping the girls happy by adding last minute fashions to publications and catalogs is now a *past* problem for McCall Corporation, Dayton, O. New McCall fashion pages and pattern envelopes, now stripped with Kleen-Stik "D" Tape are rushed to dealer pattern-counter catalogs the country over for a quick Kleen-Stik "peel and press" insertion — or, even added to new books during the last minute rush right at the McCall plant.

Pens or patterns, Kleen-Stik makes it easy to get where it belongs . . . and keep it there. See your printer, lithographer or silk screener for display ideas and other tricks using Kleen-Stik . . . or, drop us a line:

kleen-stik PRODUCTS, INC.
7300 West Wil— Ave.
Chicago 31, [illegible]

SEND THIS COUPON TODAY FOR FREE IDEA-PACKED BOOKLET!

Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.
Send me your free "101 Stik-Triks" booklet and full information about Kleen-Stik Self-Sticking products.

Name.....
Title.....
Company.....
Address.....
City.....Zone.....State.....

HIGH STYLE HARD SELL—*Evans Fur Co. pioneered mass selling with newspaper advertising like this, designed to "bring in customers the next day."*

Evans Fur's Meltzer Rewrites Retailing Rules to Mass Produce, Sell 'Luxury' Garb

CHICAGO, Sept. 19—Defying the "rules" for women's specialty shops, while establishing a few new rules of his own, has helped A. L. (Mel) Meltzer build Evans Fur Co. from a $4,000 investment in 1930 to a luxury business that grossed $9,000,000 in 1960.

Probably the major factor in Evans' success, first in the Chicago market and subsequently coast to coast, was Mr. Meltzer's pioneer hard sell radio advertising, now augmented with newspapers and tv.

Coupled with this trail blazing promotion is Evans' vertical organization, which the company calls "the only one of its kind." Evans buyers—including Mr. Meltzer and his son David, a vice-president, buy their own raw pelts and skins. Evans then manufactures to original designs most of the finished fur garments sold in its fur salons.

■ The stoles, jackets and coats are sold in Evans' retail store on Chicago's State St. and in leased departments in leading stores from Portland, Ore., to Boston.

The lease operation, also unique with Evans, was initiated nine years ago. It now includes stores in eight cities other than Chicago and is planned to grow by two or three leaseholds annually. Leased departments are managed by Evans personnel, trained in the Chicago headquarters store.

Evans' steady growth—sales have increased every year since 1930—is more remarkable by comparison with the drastic shrinkage that hit the national fur business in recent years—from $495,000,000 in 1946 to $208,000,000 in 1960.

Furs are not strictly luxury garments, limited to 2% of the market, Mr. Meltzer has always held. Every woman, he believes, can and should own a fine fur.

■ His initial success bore out this belief. Advertising nothing but red fox scarves at $18 sold out the entire stock of his one-room State St. shop on his opening day in 1930.

Evans' advertising budget breakdown shows 50% for newspapers and 50% for radio, tv and direct mail. The furrier's 1960 budget was $650,000, the figure is expected to reach $700,000 for 1961.

Newspaper advertising is created and placed by the store "for immediate sale—to bring in customers the next day." Radio and tv advertising are placed by the Malcolm-Howard agency.

Evans' tv commercials, which it began 10 years ago, have been "geared to long-range promotion, to project an image of Evans quality and integrity." Mr. Meltzer, clad in a fur workman's white coat, appears in some tv commercials to "discuss with the viewers everything about furs, from the proper methods of raising mink to the way a finished fur garment is crafted to designs by Paris couturiers."

■ The company's mailing list of 125,000 is classified geographically and by type of customer in order to tailor mailings to customers' known buying habits. A typical mailing piece invites them to a six-day "pre-selection" period in advance of the store's annual August fur sale.

A. L. Meltzer started running errands after school for Mawson De Many, a Philadelphia furrier, when he was 13. Offered a full-time job there at $12 a week, he quit school to go to work, continuing his education at night school. He was graduated from the University of Pennsylvania.

At age 17 he was sent to New York as a buyer, and soon became general manager. A few years later, foreseeing Chicago's potential as a fur center, he moved here with his wife, Minerva, who had been a designer and hat buyer for his former employer. The "Evans" in the company's name honors Mr. Meltzer's mother, whose maiden name was Evans.

A. L. Meltzer's brother, Herman, who founded the company with him, has retired from the business to serve as a $1-a-year consultant to the Israeli government, where he is working to establish a fur industry. #

PERSONAL SELECTION—*A. L. Meltzer, co-founder and president of Evans Fur Co., inspects mutation mink on U.S. mink farm. Evans will make the coat and retail it.*

FACTS THAT MAKE MOODY MONTHLY A "MUST"
. . . *if you sell the Protestant church market*

MORE prospects* / . . . *the meaningful** *type of readers who influence purchases*

■ 75.3% of M/M's subscribers hold positions of influence in more than 60,000 conservative Protestant churches.
■ M/M's 100,000 homes (with more than 200,000 readers) provide another important market.
■ 64.2% own or are buying homes.
■ 28.7% have family incomes of $7,000 or over annually.

In the 61 years that MOODY MONTHLY has served the conservative Protestant field, it has earned an influence and loyalty that few magazines can match. This influence is reflected in reader reception and response to its advertising also.

For complete folder of Media Fact Sheets on reader survey, call or write today—
MOODY MONTHLY
820 N. LaSalle Street • Chicago 10, Illinois
LAWRENCE ZELTNER, *Advertising Manager*

Syroco, Baumritter Tie-in

Syroco Inc. and Baumritter Corp. will run a series of four-color pages this fall in *Living for Young Homemakers* and the *Better Homes & Gardens Home Furnishings Ideas Annual*. The ads show Baumritter's Ethan Allen early American furniture in a setting of Syroco wall accessories. Ad reprints, counter cards, consumer booklets, custom ad layouts and mats have been made available to retailers by both companies. Alfred Auerbach Associates is the agency for Baumritter, and Harold J. Siesel Co. handles the Syroco account.

Beckman, Koblitz Adds One

Beckman, Koblitz, Los Angeles, has been named to handle advertising for Medallion Stores, Los Angeles association of liquor retailers. Billings are estimated at $100,000. Advertising is planned, using metropolitan newspapers, outdoor and direct mail, in a campaign to begin Nov. 1.

Rockett, Schaefer Leave Lindhult; Open Own Agency

Howard G. Rockett and A. O. Schaefer Jr. have formed a new agency, Rockett & Schaefer, with offices in the Robinson Bldg., 42 S. 15th St., Philadelphia.

Mr. Rockett was formerly a partner in Lindhult, Rockett & Jones, Haverford, Pa. (now Lindhult & Jones), and Mr. Schaefer was formerly an account executive of the agency. At the same time, Charles Gardner, formerly with Ullman Organization, has joined Rockett & Schaefer as art director.

Stanley Works Sets Promotion

Stanley Works, New Britain, Conn., will promote its hand and power tools and hardware this fall and before Christmas with magazine advertising and window displays. The company will run half-pages and two-color pages in *The Saturday Evening Post* and color pages and spreads in *Popular Mechanics* and *Popular Science Monthly*, built around the theme, "Better your home on your own—and save." Window displays feature cartoons by Ted Key. An enlarged full-color *Post* cover will also be used in displays. Hugh H. Graham & Associates, Farmington, Conn., is the agency.

THE SAN DIEGO UNION AND EVENING TRIBUNE

Canada P.O. Limits Return-Paid Mail to Canadian Matter

OTTAWA, Sept. 19—The Canadian Post Office Department has tightened its rules to allow the use of Canadian "return-postage-paid" permits only to mail matter printed in Canada. The rule is scheduled to take effect Jan. 1.

Companies in the U.S. and other countries formerly applied to the Canadian Post Office for plates bearing the return postage permits, and used them on advertising material and business reply cards and envelopes for subsequent posting in Canada.

■ The Canadian Post Office said this gives a "misleading appearance of Canadian origin" to such material.

In New York, the Magazine Publishers Assn. said the new regulation puts into effect one of the recommendations made by the Royal Commission on Publications. The commission has recommended several measures aimed at helping Canadian publications. #

Dentsu Orders 3,000 Copies of Idea Book

TOKYO, Sept. 19—The Japanese-language version of James Webb Young's "A Technique for Producing Ideas," a book which is published by ADVERTISING AGE, is going into its second edition, incorporating revisions in the latest edition published in the U.S.

Dentsu Advertising, Japan's largest agency, has ordered 3,000 copies of the new edition for distribution to all members of its staff.

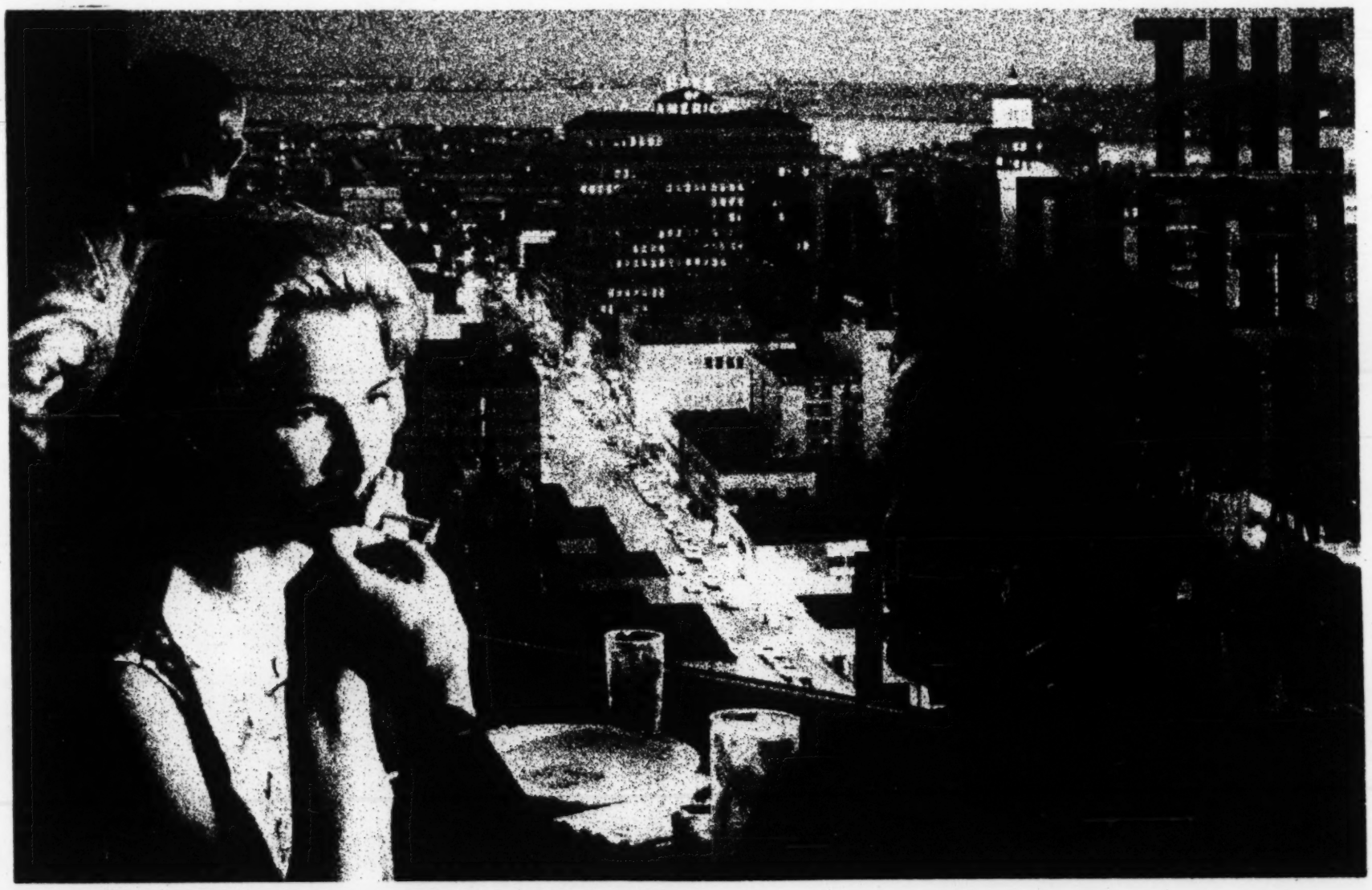
In its original English version, the famous book is available from ADVERTISING AGE at $2 a copy.

NEW FOR LINKLETTER—*Harwyn Publishing Corp., New York, will spend more than $500,000 in tv, radio and newspaper ads for "Art Linkletter's Picture Encyclopedia for Boys & Girls." This still from one of the tv commercials shows Mr. Linkletter doing his own selling. Grant Advertising is the new agency for Harwyn.*

Caldwell Names Page, Keeble

S. W. Caldwell Ltd., Toronto, has appointed Kenneth J. Page president, as part of the realignment of the company's executives in line with the resignation of Spence Caldwell, president, and Gordon F. Keeble, exec vp, to devote themselves to CTV Television Network. Mr. Page, formerly vp in charge of sales for all divisions, has been with the company for 10 years. At the same time, Ronald Hastings, chief accountant and director of Caldwell subsidiaries, TelePrompTer of Canada and Caldwell A-V Equipment, has been named secretary-treasurer, succeeding Mr. Keeble.

FOR QUALITY WORK ON
kleen-stik®
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With Restaurant Sales of **$100,918,000** last year, San Diego County ranked 22nd among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$100,918,000
HARRIS (HOUSTON), TEXAS	$ 95,463,000
ORLEANS (NEW ORLEANS), LOUISIANA	$ 85,291,000
JACKSON (KANSAS CITY), MISSOURI	$ 75,091,000
SACRAMENTO, CALIFORNIA	$ 57,797,000

ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

Robert Bruce Sets Drives

Robert Bruce Inc., Philadelphia, men's wear manufacturer, is planning to use magazine and Sunday supplements for campaigns this fall and next spring. The fall drive kicks off Nov. 19 in six Sunday supplements with color ads boosting Bruce's St. Andrews sweater. The same ad will run full page in the April *Esquire*. Also in April, a full-color spread in conjunction with Owens Yacht Co., Baltimore, will be run. Wermen & Schorr Advertising, Philadelphia, is the agency.

Vance Appoints O'Neil

Joseph O'Neil Jr. has been appointed associate publisher of *Building Materials Merchandiser*, published by Vance Publishing Co., Chicago. Mr. O'Neil was formerly general manager of the magazine.

AMERICAN HOTEL JOURNAL

(Established 1925 • Charles H. Anderson, Publisher)

REACHES ALL HOTEL/MOTEL BUYING AUTHORITIES

SPACE: Lowest Cost per M of Any Leading Monthly Publication in the Field

CIRCULATION: Paid and Controlled—16,000 . . . and still growing

Send for rate card, data

221 W. Washington St. Chicago 2, Ill. Tel. DEarborn 2-0594

the newspaper they
NAMED A CAMELLIA FOR

Some newspapers employ promotion managers to win all kinds of National Prizes . . . the only promotional manager we have is the footprint of our owner . . . the only plaudits we win are from our readers. We can't afford a press agent, we even have to write our own ads.

■ The camellia is a gorgeous flower that blossoms in Florida's winter sunshine . . . a nursery recently named one the SS75 in honor of the Sentinel-Star's 75th Anniversary and their activity during the past 30 years in growing and selling azaleas, camellias, grapes, Florida orchid trees and other plants at below cost prices to help make Orlando the City Beautiful of Florida.

■ How much closer to a reader can you get than by decorating his front yard with the flora of Florida?

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Flower Grower

GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

L-O-F 'Open Window' Ruling Expected by FTC in January

WASHINGTON, Sept. 19—The hotly contested Federal Trade Commission hearing on "open window" commercials for Libbey-Owens-Ford safety plate glass, which may rank as a landmark case for tv advertisers, has finally neared a conclusion.

After two days of technical testimony last week on distortion properties of glass, L-O-F completed its defense. One additional session is anticipated in October in the event FTC attorney Edward F. Downs wishes to offer rebuttal testimony. An initial decision in the case by hearing examiner Harry R. Hinkes is likely some time in January.

During an 18-month span, with 20 sessions here and in six other cities, attorneys on both sides have explored issues ranging from the responsibilities of advertising agencies and cooperating sponsors, to the distortion characteristics of glass. Glass experts from the FBI and from the glass industry have discussed the relative merits of plate and sheet glass. The entire hearing "family" toured glass-making facilities.

■ Issued on Nov. 5, 1959, at the peak of the tv quiz show investigation, the FTC complaint charged Libbey-Owens-Ford and General Motors used camera trickery to exaggerate comparative optical distortion between L-O-F safety plate glass used in GM cars, and safety sheet glass used by competing makes. It was the first of a series of widely publicized FTC moves in late 1959 and early 1960 charging the use of phony props and camera tricks to rig tv commercials.

The final two days of testimony in behalf of L-O-F last week sought to rebut FTC's charge that camera trickery was used to exaggerate distortions in safety sheet glass from non-GM cars. As part of its defense, L-O-F offered special films which had been made through safety sheet glass under controlled conditions within the past few days. Photographs were made from cars traveling at 15 miles an hour and 30 miles an hour, against various backgrounds. The films are expected to provide a basis for argument that the existence of distortion did not depend on car speed.

Experts who have followed the case from the beginning believe at least two issues of major importance to advertisers will be resolved when the case is finally completed.

■ One issue involves the use of photographic techniques to simulate real life conditions for products advertised on tv. In its defense, L-O-F has argued that no deception occurred when photographs were taken through an open window because no distortion exists in safety plate glass. The examiner is expected to rule on the question: Was the public deceived because it was not told the commercial was made through an open window?

A second issue involved the responsibility of General Motors, which was a co-defendant in the case. General Motors reported that its only role was to supply cars which were used for the commercials. In resolving GM's responsibility, the examiner may have to rule on the question: Since GM was a willing cooperator in the commercial—although it did not produce it—was it responsible for any deception that may have occurred?

Much of the L-O-F defense tended to pin responsibility for the commercial on Fuller & Smith & Ross, the L-O-F agency, and TV Graphics, New York, the company which produced the commercial. While neither is a party to the complaint, the examiner may also have to pass on the sponsor's responsibility for material supplied by an advertising agency.

At the next-to-final session yesterday, attorneys for L-O-F introduced into the record the advertising agency contract between L-O-F and F&S&R, dating back to 1941. FTC's attorney, Mr. Downs, protested that L-O-F could not shift responsibility to the agency for material broadcast under the L-O-F name and on L-O-F tv time. Joseph J. Smith Jr., attorney for L-O-F, argued that the contract specifically makes F&S&R responsible for preliminary plans and outlines and the preparation of scripts.

■ The examiner decided to let L-O-F put the contract in the record, but he emphasized that he was not ruling on the question of L-O-F's responsibility for material broadcast under its name.

The 18-month time lapse while the case has been in hearing is regarded as about normal for FTC cases. The examiner and attorneys on both sides are all involved in other litigation, and the problem of scheduling hearings of common convenience results in long gaps between sessions in any one case. In the period that he has presided over hearings in the GM-L-O-F case, the examiner, Mr. Hinkes, has also been handling about 20 other cases, including several complicated merger and price discrimination cases.

Hearings in the open window tv case got under way with four days in Toledo and Detroit in February and March, 1960. Two months later, four days of hearings were held in New York, and a one-day hearing was held in Washington. Two more days of hearings were held in Washington in October and November, 1960, while FTC attorneys completed their case.

Hearings resumed with two days in Charleston, W. Va., and Toledo in March, 1961, then two days in New York in April. The final burst came with three days in Cleveland and Detroit, and two days here last week. #

MOVING MOMENT—*Young & Rubicam's Chicago office will move to the new United of America Bldg. on Sept. 29, 30 and Oct. 1. This ad will appear in the four Chicago dailies, the Wall St. Journal, Fortune and trade publications.*

Sound Actualities Formed

Gotham Recording Corp., New York, has set up a separate division, Sound Actualities, to provide on-location tracks for radio and tv commercials. The company also will serve as a consultant to advertising agencies in the planning and production of actuality, radio, tv and film commercials. The company is headed by Herbert Moss, president of Gotham, and Robert Franklin, whose background includes production for Decca Records as well as advertising agency experience.

HFC Promotes Bishop

William B. Bishop has been appointed assistant director of advertising of Household Finance Corp., Chicago. In 1952 he was named district advertising manager, covering advertising activities in nine midwestern states, and during the past few years, he has supervised the company's advertising in 30 states.

Eldon, McManus Named

W. B. Taylor Eldon and James A. McManus, radio and tv sales manager respectively for Advertising Time Sales, New York, have been named vps of the station representative company. Monroe H. Long Jr., a tv account executive, was appointed secretary-treasurer.

Barker Opens Offices

James K. Barker, specialist in direct mail advertising, has opened offices at 3724 Cole Ave., Dallas, as a private advertising consultant. Mr. Barker was formerly advertising director and general manager of American Silver Club, Dallas, direct mail company.

WINDOW TO THE WORLD

FOR DESIGN ENGINEERS IN AMERICA'S OEM INDUSTRIES

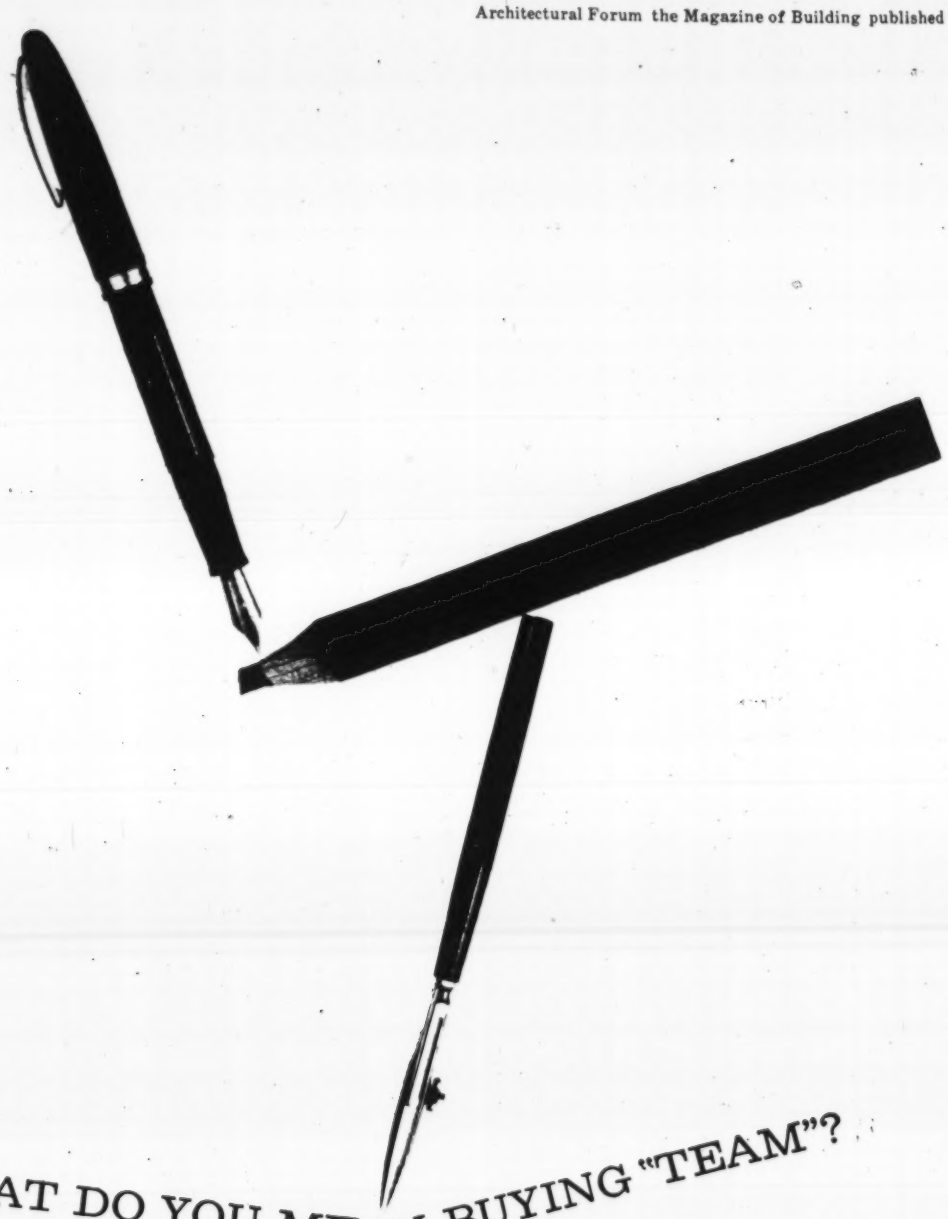
GLOBAL TECHNOLOGY

NOW
a "New Look"

Among more than 2,600 listed U.S. publications, Global Technology has the one-of-a-kind all foreign editorial that creates avid readership among America's design engineers. Translations are made into English from as many as 35 languages by its staff of over 75 translators and technical editors.

Global Technology tells how foreign design engineers perform in all areas of the design function . . . in materials, components, systems, theories and practices.

Advertise in Global Technology and reach responsive readers who make important buying decisions. Global Technology, Trans-World Publishing Company, Fenway Hall, Euclid Avenue at E. 107th Street, Cleveland 6, Ohio.



WHAT DO YOU MEAN BUYING "TEAM"?

Sometimes the men who build buildings perform in perfect harmony—like a team of acrobats—but more often perfect acrimony is closer to the truth.

Each party to every buying decision in building construction—architect, contractor and client—has his own views and good arguments for them. Which means that each order for materials and equipment has been pretty well thrashed out by the time it has been put in the building specifications or written by your salesman.

Because Architectural FORUM is the only magazine that deals editorially with the art of architecture, the technology of construction, and the economics of building, FORUM holds the interest of all three major building factors. It holds their interest not only as individuals but as working partners in a joint endeavor. This is a basic part of FORUM's essential difference.

And it leads to another difference, essential to advertisers with products and services to sell to the building industry: FORUM has substantial circulation in all three areas of decision—architect, contractor, and client.*

*FORUM's circulation, the largest in its field, totals 62,000 architects, contractors, and clients. The latter group, 24,000 strong, consists not only of corporate clients, but also hotel operators, hospital administrators, school board members, real estate investors, store managers, etc. They are not just business executives, but business executives with building on their minds.

FORUM: essentially different – for readers... and for advertisers

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Ralph Butler Contributed to Stable Agency-Client Relations

To the Editor; I am most pleased to see in your Sept. 4 issue that, through an editorial in your Aug. 7 issue, you have induced Ralph Starr Butler to break a silence which in a way has been a disservice to advertising since his retirement from General Foods some years ago. He has much to say to the present generation which is constructive, and he should say it.

This is no criticism of Ralph. An innately modest and self-effacing character, he would be the last to take credit for—or presume to speak for—the advertising principles which he pioneered. Yet I am confident that present-day practitioners owe much of whatever stability exists in this business to a number of fundamentals which he originated and applied to General Foods advertising, and now have rippled into every cranny of the industry.

Among the more important of these is the subject of his letter to you, the relationship between a client and his agency. He gave his agencies every atom of his confidence, and asked only the same conscientious service in return. Once he and they had determined a course of action, Ralph would (and did, on occasion) battle to the death with his own people to insure that the program went to market undiluted by the whims and fancies of less knowledgeable corporate executives, salesmen and distributors.

How few advertising managers today really back up their agencies in this way.

Maybe that is one of the reasons there are so few General Foods!

Francis N. McGehee,
New York.

• • •

Licensing Admen Will Kill Creative Professional, He Feels

To the Editor: I wish to thank you for printing those features from the Summer Workshop on Creativity in Advertising and commend you for sponsoring the workshop.

Do your future plans include turning them into a circuit, to bring them "live" to outposts like Los Angeles? We surely could use them.

This inquiry is inspired by reading Leo Burnett's piece on "The End of the Creative Line" in your Sept. 4 issue. It made me realize that, to a disturbingly vocal segment of this business, Mr. Burnett's six villains are heroes.

I refer to the advocates here of licenses for "advertising counsellors." They seem to believe adoption of professional licensing will convince the public that admen *must* be strictly legitimate under penalty of prosecution and loss of license.

So, they want to take on more procrastination, organization, imitation, myopia, statistics and compromise for the sake of improving the image of the profession—not realizing these restrictions can only stifle the creative professional.

If they succeed, a truly creative professional probably won't be able to get a license.

What's going on up at the top? Where are they leading us? Withering Heights?

Van Kaatz,
Van Kaatz: Advertising, Los Angeles.

•

To the Editor: In re the Leo Burnett feature (AA, Sept. 4) about the hurdles ad ideas have to clear before seeing the light of day, add these extras for financial advertising in Arizona:

- Have an eye-catcher in a metro paper that, in Hal Stebbins' words, "telegraphs the message for those who read and run" . . .
- Appear "loose as a goose" about loans in order to attract some of the finance company trade . . .
- Yet qualify the copy, for the protection of loan officers when credit-risk prospects come in, ad in hand . . .
- Meet the new (Sept. 1) requirements of the leading paper, currently on an anti-black campaign requiring screening to 60% of all type over one pica wide, of all reverse panels (except artwork) . . .
- Keep the "image" of a large national bank and not descend *quite* to the level of "Lend me 50 'till payday, Willie."

Here's the Valley National Bank's current attempt to merchandise personal loans—and yet stay within the restriction framework.

Mert Reade,
Advertising Director, Valley National Bank, Phoenix.

He Chides DDB for Same Themes in Airline Ads

To the Editor: What price creativity? The High Mahatma of creativity in advertising, Doyle Dane Bernbach, whose non-varying formula of big picture, little copy, should hang its corporate head in shame. In the same paper on the same day, *New York Times*, Sept. 13, two separate (at least that) pages for two different accounts: El Al Airlines and a newcomer to the Doyle Dane die stamp works, American Airlines. Apparently, the only creative Rorschach the boys at DDB could come up with on airlines is a bird, and the result is an actual photo of an eagle in flight for American, and a figurative bird in flight for El Al Same big picture, same little copy, same layout, same typefaces, even same paragraph formations. For shame! . . .and to think gullible advertisers are falling for this brand of advertising. If I were American Airlines, or El Al, I would take off like a big bird in search of an advertising agency that doesn't have to swipe from itself.

Seymour Kameny,
Chairman of the Board, Kameny Associates, New York.

He Finds Little Interest in Improving Ad Education

To the Editor: I have read all your articles concerning advertising's relationship with the public and the public's educators. It seems our industry is interested in recruiting new persons to raise the standards of professional advertising. To do this we must have an influx of technically trained, mature thinking, and socially educated people.

While working toward my Master's degree, majoring in advertising, I have tried to research and write a thesis on the balance of theoretical and practical education that will best suit a person for an advertising career. In short, I'm trying to plan an "ideal" advertising curriculum that could be used in a college education to train these new advertising people.

During July I wrote 14 letters. I sent them to large organizations such as the Four A's and the AFA. I sent them to individual advertising people, and to advertising educators. The letters were all originals, and all asked for information and assistance. To date I have received two replies—a very valuable one from H. W. Hepner of Syracuse University, and a very commercial reply from the AFA. Is this all the industry cares about getting educated and trained persons into advertising? Does everyone have the same smug "anti-college-kid" attitude? Having had some practical experience before returning to school, I guess I shouldn't be surprised at this short-sighted attitude of ignoring letters like mine. I guess I just haven't adopted that coating known as "the adman," I still think as an advertising man.

I say nothing more, but leave this up to our colleagues to interpret as to the sincere effort being made to better our industry.

J. David Truby,
Pennsylvania State University, University Park.

• • •

Brower Points Way to Ethical Basis for Account Switches

To the Editor: Your editorial note in the Aug. 28 issue on "Hurrah for Brower and BBDO" is well, exceedingly well, expressed. Mr. Brower shows a fine, fair busi-

FREE LIGHT
with every sign

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT®
BRAND
REFLECTIVE LIQUID
Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGE 141 OF "THE NEW BOSTON" STUDY.*

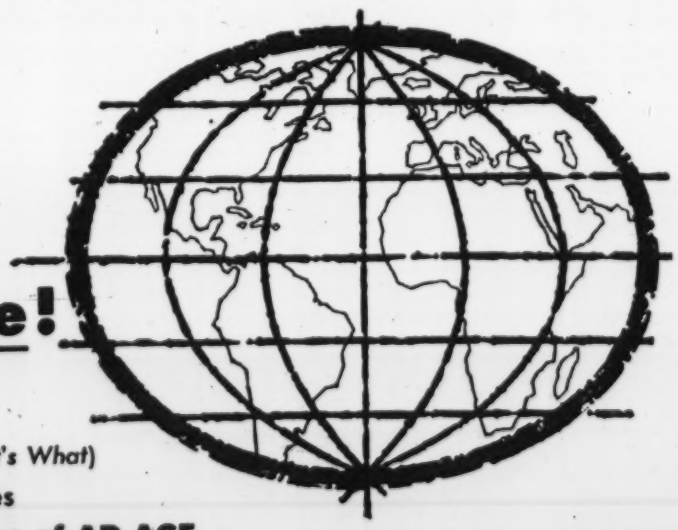
ANALYSIS OF THE FIGURES DEALING WITH EXCLUSIVE READERS SHOWS THAT THE HERALD-TRAVELER COMBINATION OFFERS A LARGER NUMBER OF NET UNDUPLICATED EXCLUSIVE READERS WITH FAMILY INCOMES OF $6,000 OR MORE.

THESE ARE THE PROSPER BOSTONIANS – THEY READ THE HERALD-TRAVELER.

Herald-Traveler
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

* Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.

Handy!
clear!
almost here!



The Who's Who (*and What's What*)
of International Magazines
in the **October 2nd issue of AD AGE**

ness principle unknown among many of the advertising agency men.

The switching of so many accounts every year by the very large concerns, and from one agency to another, looks like a poor, left-handed, inexperienced way big advertisers have in running their advertising department. I wonder if these companies, who ask several agencies to give a presentation, ever realize the cost of getting up this work—the time, the effort, the incidentals—who pays for it all. The advertiser doesn't.

It is also a well known fact that many agencies are unscrupulous and will do their level best to get an account away from another agent, regardless of how well that agent has served his client. This is called fair competition by some business people. Well, if they wish to call it that they may, but it is no more than "dog eat dog" or cut-throat competition, just the same.

I could relate many instances where this has been the practice. In my own agency the underhanded way of getting an account away never worked successfully, because I tried my hardest to suit the client and to make the advertising pay in every respect.

But isn't it about time that the agency business becomes established on a more fair and ethical basis; where methods of securing accounts are clean and clear cut—free from all reproach and secret ill-will?

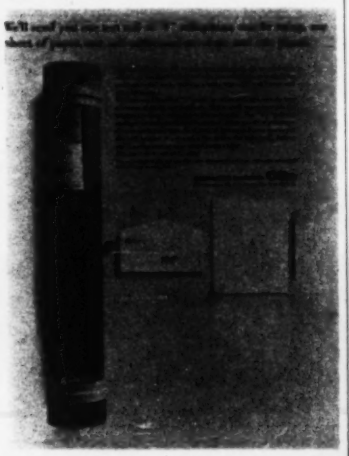
Why not adopt the Brower idea of evaluating every proposition more closely from every angle? It might give the advertisers some new thoughts about this big broad business force. What does the craft think about it?

George Wilfred Wright,
G. Wilfred Wright Agency, Elizabeth, N. J.

• • •

Small Type Qualifies Eye-Stopping Headline

To the Editor: It's a shame that such an eye-stopping headline had to be qualified in the fine print by the words "Test



rolls supplied through any Olin sales representative or your converter in accordance with our *usual* policy." This seems to take the punch out of a clever idea.

Charles J. Lenz,
Account Supervisor, Advertising Department, Dow Corning Corp., Midland, Mich.

• • •

Informal English Grammar Favors 'Who You'll Meet'

To the Editor: Re: Who and Whom [as commented upon by "Voice" readers in AA on Aug. 28].

If you had only checked a book on grammar! I quote:

"'In informal English when the who stands before a verb or preposition of which it is the object, who is the generally accepted form:

"'No matter who (object of meet) you meet, the first thing you mention is the weather'."

Please salt the Listerine ad for Bob [Wheeler] and let us forget The Grammarian and go back to selling merchandise.

Shelby O'Connell,
Helene Curtis Industries, Chicago.

•

To the Editor: I am French and have to admit that your article have puzzled me and many others, even if they were English.

We have look for the mistake in the ad of Listerine and couldn't find it. First I thought it was about the pronoun "whom" that should be "who," but the dictionary mention that when the pronoun is object we use "whom." Someone told me that the pronoun was not object but subject, so that we have to write "who"! Another thinks it should read: "whom you might or may meet. . . " using the subjunctive tense instead of the future. As you can see we are quite mixed up, so will you please, "éclairer ma lanterne," as we say in French?

G. Valois-Hebert,
Montreal.

Montreal isn't the only place where confusion reigns. When we published the letter of W. Dane Hooker in the Aug. 14 "Voice" column, we thought he was wrong and that "whom" is the correct use (hence, the headline). Subsequently, a number of readers confirmed our feeling until Mr. O'Connell's letter arrived. We can only say to Mr. Valois-Hebert that we hope French is a less confusing language.

• • •

For Judo Hipsters

To the Editor: Regarding the Timex prize winning advertisement reproduced in Aug. 21 issue, Page 10, someone goofed.

The [judo] lesson is called hip throw but of the two different throws shown neither one was a hip throw, so solly!

(1st degree Black Belt),
Hal Rayner,
Art Director, J. J. Gibbons Ltd., Toronto.

• • •

Was the Writer Tippling?

To the Editor: What a shock you gave us when you listed in your Aug. 28 issue, Page 3 yet, as one of Publicker's brands, Kasser Distillers, a Wermen & Schorr client since 1942!

Here all these years we've been billing Kasser Distillers Products Corp. for our creative selling efforts in behalf of Kasser's "51" whisky, gin, etc. We must be right, for they've been paying us all these years.

And we haven't taken any of Kasser's whisky products into broadcast media (though we did help them pioneer Pennsylvania's first full quart of blended whisky). So the only relationship between Publicker and Kasser is that they're both based in the city of brotherly love.

Jay Beneman,
Account Executive, Wermen & Schorr, Philadelphia.

• • •

He Doubts Plagiarism Was Involved in duMaurier Ad

To the Editor: My first reaction to B. L. Gardner's furor about the alleged plagiarism committed by the duMaurier people [AA, Sept. 11] was amazement that the charge could even be made. I hope no one has a copyright on two men in chairs. My second reaction was the feeling that neither of the ads was really good enough to cause all the excitement. My final reaction was to applaud Donald R. Holland's well-aimed slap (letter in the same issue) at just such "You-did-not, I did it first" adolescents. Your ads finished their run in 1960, Mr. Gardner, why should you care?

Mike Hahn,
Jaqua Co., Grand Rapids, Mich.

FULL-LENGTH FEATURE FILMS ON COLOR TV

This season, "Saturday Night at the Movies" will bring to the Color Television screen such color film classics as "There's No Business Like Show Business" and "Halls of Montezuma." No wonder everybody's moving up to Color. What about you? Get the full Color picture from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

NOW BACON'S CLIPS NEWSPAPERS offers expanded coverage!

NEWSPAPERS and MAGAZINES

Send for MARKET AREA MAP

BACON'S CLIPPING BUREAU

Third largest market in IOWA-ILLINOIS

(ROCK ISLAND, MOLINE, EAST MOLINE ILLINOIS, ● DAVENPORT, IOWA)

$591,548,000

worth of QUAD-CITY buying power

Buying power has moved up BIG in the Quad-Cities - third largest market in Iowa-Illinois. Quad-City hometown newspapers put you in touch with 100% of the 84,500 modern households . . . 272,400 people. This massive coverage delivers with it the time-tested impact it takes to sell the goods. Make the BIG buy the economical way - with Quad-City Newspapers. Total daily circulation in excess of 109,000.

DEFINITION	POPULATION ESTIMATES 1/1/61				RETAIL SALES ESTIMATES 1960			
	Total (thous.)	House-holds (thous.)	C.S.U. (thous.)	Total E.B.I. ($000)	Total ($000)	Food ($000)	Automotive ($000)	Drug ($000)
QUAD CITIES (Davenport-Rock Island and Moline-East Moline area	272.4	84.5	93.9	591,548	359,286	79,344	55,783	13,707

Copr. 1961, Sales Management Survey of Buying Power; further reproduction not licensed.

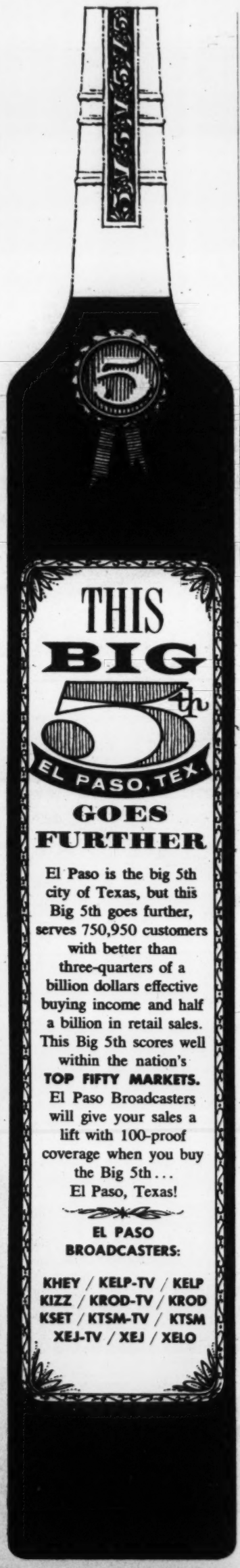
OVER ½ MILLION PEOPLE QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by Jann & Kelley, Inc.

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp Co.


THIS
BIG
5th
EL PASO, TEX.
GOES
FURTHER
El Paso is the big 5th city of Texas, but this Big 5th goes further, serves 750,950 customers with better than three-quarters of a billion dollars effective buying income and half a billion in retail sales. This Big 5th scores well within the nation's TOP FIFTY MARKETS. El Paso Broadcasters will give your sales a lift with 100-proof coverage when you buy the Big 5th... El Paso, Texas!
EL PASO BROADCASTERS:
KHEY / KELP-TV / KELP
KIZZ / KROD-TV / KROD
KSET / KTSM-TV / KTSM
XEJ-TV / XEJ / XELO

AFTER 30 YEARS—*"Tampering with success," U.S. Industrial Chemicals Co. this month changed the format of U.S.I. Chemical News, a series of ads it has been running for nearly 30 years. The facelifting (right) brings the pioneer editorial-style ad (left) in line with typographical and layout changes in publications that carry it.*

Admen May 'Censure Big Lie, Close Eyes to Little White Lie,' McAtee Tells Seattle Adclub

SEATTLE, Sept. 19—"Advertising is essential to our economy. But only honest advertising is essential; dishonest advertising is a disgrace.

"Where do we draw the line between truth and dishonesty in advertising? Do we censure the big lie and close our eyes to the little white lie? And do we sanction all this with a blanket statement that advertising is essential to our economy? Yes, that's what we have done," said Lex McAtee, advertising manger of Frederick & Nelson, Seattle department store, opening the year's program of the Seattle Advertising Club last week as its new president.

Recognizing the challenge in proposed legislation that would regulate advertising, Mr. McAtee said:

"There is a small minority of individuals in this country whose aim it is to eliminate all advertising. This minority includes some pretty impressive big thinkers, university professors, authors, a few misguided economists, and some oddballs who could easily be carrying a membership card in the Communist party.

"They say that advertising is unnecessary. They say it causes people to buy things they would be better off without. They point to 'The Man in the Grey Flannel Suit,' and 'The Wastemakers,' and 'The Hidden Persuaders'—and to you—and they say these people are a menace to our economy...

■ "Let me tell you something. Our industry has been overlooking the simple fact that this minority of advertising haters is not 100% wrong. They are wrong, mind you, but not 100% wrong.

"Some of us grey flannel suit wearers are wastemakers and lushes. Some of us put cleverness ahead of sanity. Some of us put dishonesty ahead of honesty. Some of us will do anything for a buck.

"Wasn't it a surprise to learn that Carter's Little Liver Pills had absolutely no effect on anybody's liver and that henceforth they are to be called Carter's Pills? On the other hand, which washday product gets clothes whiter? God help you if you own a blue shirt! It's gonna come out white.

"Which filter and which blend of tobaccos is going to taste best? Which soap will keep your hands lovelier? Which deodorant will leave you with more fragrant armpits? Which pill will give you the fast, fast, fastest relief? Which toothpaste will cause fewer cavities among that group which had better teeth to begin with? ..."

■ To strengthen advertising, Mr. McAtee said, "We plan to make this organization a rallying point for all individuals connected directly or indirectly with advertising, and to do this we propose to inject an aura of professionalism into our activities."

Noting the wide range of persons whose businesses are directly tied to advertising—media, agencies, and even "executives of those companies whose business depends upon placing their offers before the public every day," Mr. McAtee said:

"We are talking about one hell of a lot of people, and if we can rally this big group to our cause, I'd like to see any legislature that would dare to give us much opposition.

"Of course, that day is a long way off. Before we can merit the support of such a vast number of our colleagues, we must first demonstrate our ability to accomplish a few immediate goals—namely, to set our own house in order; to be more active in politics; to initiate good, rather than constantly oppose bad legislation; and to make ourselves felt as a force in the community, to attract more advertising people into our ranks."

■ Former Under Secretary of Commerce Walter Williams recognized "a note of discouragement in the ranks of the advertising business." This note arises, he went on, because advertising people are on the "receiving end of persistent criticism which you do not think you deserve."

Another cause, he said, is the loss of advertising accounts to outside agencies. He explained:

"There have been drifting away from Seattle some of your accounts that have been long anchored in Seattle—accounts that get up and move to New York or Los Angeles or somewhere else."

Mr. Williams estimated a loss of $5,000,000 in accounts to out-of-town agencies, and went through a series of checkpoints as to why accounts move. He drew for background on his own experience as a mortgage banker heading Continental Inc., Seattle.

■ There may be some sound reasons why accounts move, but while recognizing this, Mr. Williams suggested that advertising people also examine closely their own business organization, and added, "Maybe some of the agencies have done a sloppy job in advertising. It has happened in the mortgage banking business, I know."

There is need also to work for a sound economic climate in the state, he said, and, as an aside, threw in the comment: "I am one of those guys who do not believe we have seen our last depression."

MacManus Names Walthius

MacManus, John & Adams, Bloomfield Hills, Mich., has appointed George G. Walthius account executive on the Pontiac account. Mr. Walthius, formerly director of marketing, succeeds Colin John, vp, who was appointed account supervisor on Pontiac and Tempest autos (AA, July 17).

OOPS—*Baltimore National Bank used this ad to correct an earlier one in which a statement of condition ad for July listed 1960 figures under the 1961 column. VanSant, Dugdale & Co. is the agency.*

'Harper's Bazaar' Plans New Fashion Semi-Annual

Harper's Bazaar will publish a new semi-annual, *Bazaar's Special Edition of International Fashion*, March 15 and Sept. 15. The $1-a-copy book will sell on newsstands only and have a 100,000 circulation base. Ads will be "rationed" to 51 pages; each advertiser will be limited to a page; and no spreads or fractional units will be accepted.

One-time page rates are $2,500 for b&w and $3,500 for four-color. The company said it already has "25 pages in the house."

Foster, Kleiser Names Bulling; Lawler Resigns as VP

Larry M. Bulling has been named vp and San Francisco branch manager of Foster & Kleiser. He succeeds A. R. Jordan, who has retired. Mr. Bulling formerly was in Foster & Kleiser's Los Angeles office.

N. F. (Shad) Lawler has resigned as senior vp and creative director of Foster & Kleiser. He joined F&K in 1953 from Geyer Advertising, Detroit, where he had been a vp and account supervisor on the Nash account.

Temco Changes Name to LTV

Ling-Temco-Vought, Dallas, has changed the name of its consumer and industrial products division, formerly Temco Industrial, to LTV Industrial. The change is a result of the recent combination of Ling-Temco Electronics and Chance Vought Corp. LTV recently entered the national appliance market with the introduction of the Ling-Temco dishwasher. Jack Wyatt Co., Dallas, is the agency for all LTV products except the dishwasher, which is handled by Maxwell Sackheim-Franklin Bruck; New York.

ARE YOU MISSING? THIS
HIGHEST-QUALITY MARKET
OF ALL ?

OTHERS AREN'T
YACHTING led all consumer monthlies in total advertising pages for the first 6 months of 1961.

QUALITY CHARACTERISTICS
YACHTING readers are club members (82%), predominantly professional people and executives whose average annual income is $17,774, median income $14,360. 83% are home owners, over 60% own at least 2 cars, 95% own a yacht, and 85% travel abroad (mostly first class). And they entertain a lot — at home, on board, at the club.

CONCLUSION: If yours is a quality product or service, it belongs in YACHTING.

FOR ADDITIONAL INFORMATION — or to place your space order — write or call collect: Bob Bazler

Fortune was second. We recommend it too!

Yachting
POWER and SAIL

YACHTING PUBLISHING CORP.
205 E. 42 ST., N. Y. 17, N. Y.
MURRAY HILL 9-0715

ONE THOUSAND FOUR-COLOR TRANSFORMATIONS

of your full page black & white ad on good quality 8½ x 11 paper. See your ad enriched by beautiful full 4-color transformation. Immediate service.

Price only $19.85 fob KC for 1000 copies.

Farm Equipment Press, 432 W. 70th Terrace, Kansas City 13C, Missouri.

KRAFT BUYS COLOR TV FOR THE FIFTH STRAIGHT YEAR

Kraft knows from experience that Color commercials sell. What Color does for Kraft it could do for your product, too. Get the full Color TV story today. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

"Ad Age is ever on the alert..."

says **Andrew Gantner**, *Advertising Manager*, Hertz Rent A Car

"I try not to miss a single issue of Advertising Age because it's ever on the alert and attuned to our constantly changing times. Hertz aims its sales arrows at a variety of mass-market targets—the salesman, business and vacation travelers, the big-city cliff-dweller, the suburbanite and the country gentleman. By keeping us alert to fast-breaking developments in the dynamic world of advertising, Ad Age helps us to 'read' and better understand our composite Hertz customer—the 1961 American."

After attending the Academy of Fine Arts and the Art Institute of Chicago, Mr. Gantner worked as a commercial artist at a studio operated by his father. From 1937 to 1957—with time out for World War II army service—he was sales manager and director of advertising and sales promotion for the Peter Hand Brewing Company. While with Hand he fostered the sponsorship of sporting events on radio and was among the first to use baseball and other sports on TV to sell his company's products. He also added more sales value to package units by introducing a unified design throughout the company's line.

Mr. Gantner has been advertising and sales promotion manager for Hertz Rent A Car since 1957. He's the man behind the man who zooms into "the driver's seat" in the Hertz TV commercials; and his efforts have been reflected in the numerous cooperative ad campaigns with major airlines to stimulate "fly-drive" business. Of course, he also has executive responsibility for Hertz campaigns in other media—including radio, national consumer and business magazines and newspapers.

important to important people

Advertising Age

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP

THE LANDING

as seen by
JOHN BURGOYNE & BILL MASTERSON

NEW!
NEW!
NEW!
1961 Survey of Super Market Shoppers!

The hottest facts in the super market business are printed on the pages of Burgoyne's eighth annual Super Market Survey—ready for general distribution in early October.

Known for its rare insight, this year's Survey is designed to bring you up-to-date on the latest trends and developments in shoppers' buying habits and attitudes. Prepared by Ben L. Schapker, a man with more than 30 years experience in both the super market and the market research fields, the 1961 Survey is based on 2,835 interviews made in eight metropolitan markets. Questions answered, cover a range of topics that search deeply for the "reasons why" of shoppers' buying, or non-buying, decisions.

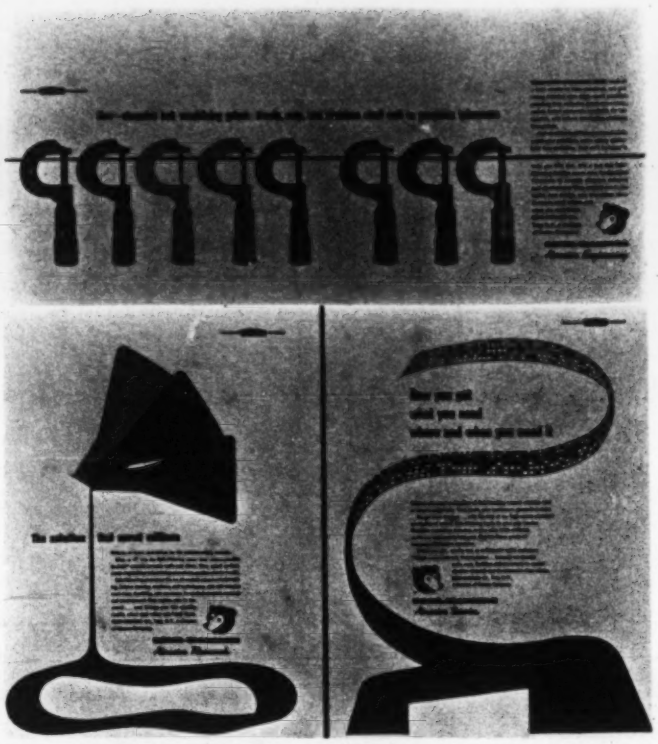
* * *

Burgoyne's Super Market Survey, of course, is made primarily as a special service to top management among chain and independent super market operators. However, its value to grocery product manufacturers and their agencies is obvious—and substantiated year after year by the number of Survey requests that pour in from advertiser and agency people.

* * *

To order a copy for your own use simply clip a crisp dollar bill onto your letterhead and send it to: Merchandising Director, Burgoyne Index, Inc., 1705 First National Bank Bldg., Cincinnati 2, Ohio. We'll send your Survey postpaid.

Burgoyne Index, Inc.



NEW LOOK—*Here are three examples of the new approach being used by Behr-Manning in its industrial advertising.*

Behr-Manning Shifts From Nuts & Bolts to High Fashion in Ads

TROY, N. Y., Sept. 19—The Behr-Manning division of the Norton Co. is the newest company to apply a high fashion touch to its industrial advertising.

Beginning with last week's issue of *Steel*, Behr-Manning launched a new series of four-color ads to sell its abrasives. The nuts-and-bolts approach used previously has been dropped in favor of uncluttered, modern design, featuring brief, punchy copy. This is the first time the company has used four colors in its industrial ads.

Explaining the switch, the company says:

"Ever have to face 152 competitors in 35 minutes? That's the average number of advertisements

SCRAPPED—*This is an example of the nuts-and-bolts advertising that Behr-Manning is discarding.*

and articles our ads must compete with in each trade publication. And 35 minutes approximates the time most readers will spend with an industrial magazine. Competition for the prospect's attention is keener today than ever before and continues to grow sharper, because more and more industrial advertisers are using lavishly printed magazine inserts and full-color ads to captivate the reader.

■ "How can we beat odds like this? The same way you do when faced with competition. Use a new approach."

Behr-Manning is following a well-trod path. The industrial division of Corn Products Co. made a similar change in its advertising last year, as did Lukens Steel. Lukens and Behr-Manning are both clients of J. M. Mathes Inc.

The new Behr-Manning campaign will run through the 1960-'61 season, beginning with a half-page spread and followed by full pages. The company, which has a total budget of about $250,000, will be spending $100,000 on the new campaign. On the schedule, in addition to *Steel*, are *American Machinist, Foundry, Grinding & Finishing, Iron Age, Mill & Factory, Purchasing* and *Tool & Manufacturing Engineering*.

Supervising the campaign at Mathes is Roger N. Peterson. Fred Hausman, a free lance artist, did the design work. The art director at Mathes is Jack Jameson, the copywriter Richard Edwards.

One element being retained is the teddy bear symbol that Behr-Manning has used for the past six years. #

Baker to Shaw-Hagues

Shaw-Hagues, Chicago, has been named to handle advertising for Baker Laboratories, Cleveland, manufacturer of infant food formulas. The agency has estimated the billings at between $100,000 to $250,000. McCann-Marschalk, Cleveland, is the former agency of record.

WBZ Gathers, Airs Differing Reactions to TV Commercials

BOSTON, Sept. 19—"A lot of the tv commercials they have on now don't give the public any credit for having any brains."

• "I think I like some of the commercials better than the programs."

• "The commercials have come up lately a great deal. The first commercials were just commercials. But now the gasoline commercials show the man in the home town, and they show how he's a family man."

■ These are some man-and-woman-in-the-street reactions gathered by Jim Jensen of WBZ-TV, when he questioned passers-by about their reaction to television shows and commercials. Mr. Jensen's sample included a cross section of the public, including students, housewives, scientists, salesmen, and shoeshine men.

Their comments have been put together in a "The People Speak" program, which was aired Sept. 16. Equal time was given to the pros and cons.

Some respondents were viewers who watched everything; others considered tv a waste of time. In between were people who singled out their favorite program types. Several complained of tv's tendency to cater to the lowest common denominator.

Many of those interviewed felt parents should supervise their children's viewing, and many of the youngsters questioned agreed that this was a wise idea. #

Guiberson Boosts McGill

Dennis L. McGill has been appointed advertising manager of Guiberson Corp., Dallas, one of the Dresser Industries group. Mr. McGill was formerly supervisor of advertising and oil heater sales of Guiberson, which manufactures swabs, packers and other workover and product tools for the petroleum industry.

Hornbaker Joins Fidelity

Larry Hornbaker, formerly sales representative of KRBC, Abilene, Tex., has joined Fidelity Advertising, Abilene, as an account executive.

Smart advertisers are putting extra emphasis on...

the fabulous
YOUNG FAMILIES
with children
MARKET

To be specific, families with children spend 76% more for goods and services than do families without children. They spend 94% more for foods; 157% more for footwear; 56% more for women's and girls' apparel; 86% more for boys' and men's apparel; 76% more for housing; 86% more for furniture; 94% more for household appliances; 170% more for cleaning and polishing preparations; 70% more for household utilities; 56% more for automobiles; 86% more for gasoline and oil; 112% more for recreation.

U.S. Dept's of Commerce, Study of Consumer Expenditures, Income and Savings

ONLY PARENTS' MAGAZINE GIVES YOU VIRTUALLY 100% CONCENTRATION IN THIS BIGGEST-SPENDING MARKET!

COMMENDED by PARENTS' MAGAZINE

This Seal UPS sales! Ask about its use on your brand today.

Parents' MAGAZINE & BETTER HOMEMAKING

Parents' Magazine Circulation	Children in Parents' Magazine Families	Monthly Readership
1,850,000	4,250,000	8,235,000

NEW...FREE! 1961 MARKET DATA BOOK giving valuable information about big-buying families with children. Write for your copy. 52 VANDERBILT AVE., N.Y. 17

2 **METROPOLITAN LUBBOCK SECOND IN THE NATION IN RETAIL SALES... $5,770 PER HOUSEHOLD!**

40% ABOVE U.S. AVERAGE!...
UNAPPROACHED BY ANY CITY OF COMPARABLE SIZE

The only medium that delivers 68% coverage of the entire 19-county, rich, bustling Lubbock Market!

COPR. 1961, SALES MANAGEMENT SURVEY OF BUYING POWER, FURTHER REPRO. IS FORBIDDEN

LUBBOCK AVALANCHE-JOURNAL
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

October 2nd is FACTS day for International Advertisers

Look for the Who's Who (*and What's What*) of International Magazines in the **October 2nd Ad Age**

Defense Outlines Rules Governing Contractors' Ads

WASHINGTON, Sept. 21—The Defense Department this week sent military contracting officers a new set of regulations to carry out recent legislation which cuts down the kinds of advertising which can be treated as cost in defense contracts.

Under the new rules, only advertising for scarce items, for the disposal of scrap or surplus, or for the recruitment of personnel, will qualify as a "cost." The rules seek to curb the volume of reimbursable "help wanted" advertising by barring ads which (1) include color, (2) include advertising for other than recruitment purposes, and (3) are excessive in size.

The revised version of the Defense Department regulations closely follows the wording of the special rider which Congress hitched to the defense appropriations bill this summer, in an effort to make sure that the government does not "pay" for institutional advertising by defense contractors (AA, Aug. 14).

■ While Defense officials insisted that no defense funds were used to reimburse contractors for institutional advertising in newspapers and magazines, Congress registered determination to spell out its intent in law. The original rider approved by the House banned any use of defense funds for advertising, but on the department's insistence, important clarifications were worked out in the Senate.

As finally enacted into law, the rider specified that no government funds were to be used for advertising, "except advertising for which payment is made from profits." The rider specified the three exceptions requested by the Defense Department—ads for scarce items, disposal of surpluses, and procurement of personnel.

■ When the rider initially passed the House, some defense contractors expressed fear that Congress was forbidding them to buy advertising with any money obtained from defense work. But the report of the Senate appropriations committee and discussion on the Senate floor emphasized that Congress was concerned only with direct reimbursement as cost in cost-type contracts. Senate appropriations committee leaders emphasized that the new rider does not prevent the contractor from doing as he pleases with "profits" that he earns on defense work.

Under the revised regulations, the Defense Department will no longer reimburse contractors for institutional advertising in trade and technical journals, nor for costs incurred while participating in exhibits. Both items figured prominently in last summer's congressional revolt against promotion costs.

Regulations permitting contracting officers to approve a "reasonable" amount of institutional advertising in trade and technical journals date back almost 20 years. They were originally approved to assure the continued existence of journals which disseminate technical information vital to the defense industries. But in the Senate last month, Sen. Howard Cannon (D., Nev.) said the need for this special subsidy for the technical press no longer exists.

One version of the rider, approved by the Senate, would have permitted the department to pay the cost of exhibits under limited circumstances. But the final version, approved by Congress, and transformed today into the new set of Defense Department regulations, omits any exception for expense incurred in exhibits.

The new section on help-wanted advertising is designed to meet the demands of the Senate appropriations committee, which expressed special concern about "pirating" of skilled personnel. The committee ordered the department to adopt detailed regulations in an effort to avoid pirating.

■ The regulation on advertising costs is divided into two parts:

Paragraph (A) is identical with the first part of Paragraph (A) of the old set of regulations, which simply provides examples of the kinds of expense which are regarded as advertising.

Paragraph (B) lists three kinds of advertising which are allowable as cost, and replaces the older list, which also had included trade and technical advertising and the costs incurred in participating in exhibits.

The regulation on recruitment costs represents a substantial elaboration over the comparable material in the earlier version of the accounting rules. In particular, Paragraphs (B) and (C), which identify specific kinds of help wanted advertising which will not be allowed, are new. #

Late Movies Set for TV

Allied Artists Television Corp., New York, has offered to tv stations in the U.S. and Canada a new package of post-1950 feature films. About 20 of them are post-1957 releases and 12 are in color. Allied Artists Television Corp. formerly was Interstate Television Corp.

Text of New Regulations

15-205.1 Advertising Costs.

(A) Advertising costs mean the cost of advertising media and corollary administrative costs. Advertising media include magazines, radio and television programs, direct mail, trade papers, outdoor advertising, dealer cards and window displays, conventions, exhibits, free goods and samples and the like.

(B) The only advertising costs allowable are those which are solely for (I) recruitment of personnel required for the performance by the contractor of obligations arising under the contract, when considered in conjunction with all other recruitment costs, as set forth in 15-205.33; (II) the procurement of scarce items for the performance of the contract; or (III) the disposal of scrap or surplus materials acquired in the performance of the contract. Costs of this nature, if incurred for more than one defense contract or for both defense work and other work of the contractor, are allowable to the extent that the principles in 15-201.3, 15-201.4 and 15-203 are observed. (Ed. Note—These enumerated sections explain the allocation of a portion of indirect costs to the contract.)

15-205.33 Recruitment Costs.

(A) Subject to (B) and (C) below, and provided that the size of the staff recruited and maintained is in keeping with workload requirements, costs of help wanted advertising, operating costs of an employment office necessary to secure and maintain an adequate labor force, costs of operating an aptitude and educational testing program, travel costs of employes while engaged in recruiting personnel, and travel costs of applicants for interviews for prospective employment, are allowable to the extent that such costs are incurred pursuant to a well managed recruitment program. Where the contractor uses employment agencies, costs not in excess of standard commercial rates for such services are allowable.

(B) In publications, costs of help wanted advertising that (I) includes color, (II) includes advertising material for other than recruitment purposes, or (III) is excessive in size (taking into consideration recruitment purposes for which intended and normal business practices in this respect) are unallowable.

(C) Costs of (I) help wanted advertising and (II) excessive salaries, fringe benefits and special emoluments that have been offered to prospective employes, designed to "pirate" personnel from another defense contractor, or in excess of the standard practice in the industry, are unallowable. #

Last Minute News Flashes

Pakistan Airline Reads Book, Names Hobson, Bates

LONDON, Sept. 22—Rosser Reeves' book, "Reality in Advertising," has landed another account. Pakistan International Airlines has switched its $1,500,000 account here from W. S. Crawford Ltd. to Hobson, Bates & Partners. The switch reportedly was dictated by the airline president, Nur Khan, after he read Mr. Reeves' book during a recent visit to the U. S. Mr. Reeves is board chairman of Ted Bates, and his book landed the $6,000,000 Mobil Oil account for the agency earlier this year.

Plymouth Takes Over PR Operation from Ayer

NEW YORK, Sept. 22—The Plymouth News Bureau, a public relations activity of N. W. Ayer & Son, spending about $300,000 annually, has been removed from the agency and placed under the supervision of Sam Petok, pr director of the Chrysler-Plymouth division of Chrysler Motors Corp. The new setup will have a New York, Los Angeles and Detroit office. Ayer, which handles the Plymouth-Valiant advertising account, will maintain a two-man liaison in Detroit. A similar separation of pr activities from the agency was made by the Dodge division in 1959.

Wander Assigns 3 New Candy Products to Tatham

VILLA PARK, ILL., Sept. 22—Wander Co.'s Ovaltine food products division has appointed Tatham-Laird to handle three new confectionery products. No advertising has been set as yet for the new products, yet to be introduced in test markets. Wander talked to two other agencies before picking T-L, which handles all of the Ovaltine division's advertising except for Minvitine, which is at Clinton E. Frank Inc.

Int'l House of Pancakes Account Flips to Wade

LOS ANGELES, Sept. 22—International House of Pancakes, franchised restaurant chain, has moved its advertising account from Tilds & Cantz Advertising to Wade Advertising, effective Oct. 1. International's switch to Wade follows by about 60 days the appointment of Robert Dwyer as ad manager of the chain. Mr. Dwyer was recently with Grey Advertising as manager in Los Angeles; before that he was a longtime employe of Wade in Chicago. The restaurant chain operates primarily in Southern California and expects to extend its reach eastward via franchised operations in major eastern cities. It recently introduced locally a pancake mix under the International House label. Billing at Tilds & Cantz was reportedy "less than $100,000."

Dairy Group Boosts Budget; Other Late News

• **American Dairy Assn.** directors have approved a $4,146,000 consumer advertising budget for 1962. This is about $200,000 above the '61 budget. The account is split between Campbell-Mithun and Compton Advertising, both Chicago. ADA will also run a special butter promotion from Sept. 26 through October, spending $250,000 in newspapers in 40 markets.

• **Charles Hutchings** has resigned as copy chief of Donahue & Coe's Los Angeles office. He will announce his plans at a later date.

• **Philippine Cigar Co.,** Manila, has named Grant Advertising. The account, a new advertiser, will be serviced from Grant's Philippine and Los Angeles offices.

• **Richard Kudner,** formerly of Batten, Barton, Durstine & Osborn, New York, has joined Champion Spark Plug Co., Toledo, as advertising manager, a new position. James Lewis, vp, has handled advertising among other responsibilities. Mr. Kudner worked on the Champion account at J. Walter Thompson Co., Detroit, before moving to BBDO.

• **Cunningham & Walsh,** New York, has added the Australian Department of Trade, its third antipodal account. C&W also handles Qantas and Australian National Travel Assn. Frank Vos & Co. formerly handled the trade department account.

• **Lever Bros.** will fling the "greatest concentration of advertising ever behind a Lever promotion" when it launches the "world's first $1,000,000 contest" for 12 Lever brands early next month. Media will include magazines and dailies, plus support on 24 Lever tv shows, with 27 Pontiac convertibles heading the list of 20,082 prizes. Sullivan, Stauffer, Colwell & Bayles is the coordinating agency.

• **Arthur Hull Hayes,** president of CBS Radio, told the network's affiliate group this week that the network expects to be in the black in 1962.

• **Hovey Hagerman** has resigned as senior vp, director and member of the review board of MacManus, John & Adams, Bloomfield Hills, Mich. He joined the agency in 1934 and has worked most recently on the Cadillac and American Oil Co. accounts. He has not announced future plans.

• **Lincoln-Mercury division** of Ford Motor Co., Detroit, will share sponsorship of three nighttime tv shows and the "Today" show this season on NBC-TV, along with six fully sponsored specials and one "Alfred Hitchcock Presents" show. First up is "JFK Report" Sept. 28. Kenyon & Eckhardt is the agency.

• **J. B. Williams Co.,** New York, says it will spend $5,000,000 in the next year to introduce its new Geritol breakfast vitamin, which has been tested since last spring. The company reports it will use about 100 newspapers, all major Sunday supplements, most major magazines and network tv. Parkson Advertising, New York, is the agency.

• **The Foundation for Commercial Banks,** Philadelphia, will spend $1,250,000 in the next year to promote the banker's image as "a friendly guy." Last year's budget was $625,000. J. Walter Thompson Co., New York, is the agency.

• **Miller Brewing Co.,** Milwaukee, has expanded distribution of Milwaukee's Best, a popular-price beer bought earlier this year from A. Gettelman Brewing Co., into 20 states, and has appointed Drewrys Ltd., U.S.A., of South Bend, to distribute Miller High Life in Detroit.

• **Shaler Co.,** Waupun, Wis., has named the Biddle Co., Bloomington, Ill., to handle its account, succeeding Stern, Walters & Simmons. The company makes oil additives and other automotive chemicals.

• **Grabin-Shaw Advertising,** Milwaukee, has been appointed advertising and marketing consultant by Casings Inc., metal products maker. Wm. Eisner & Associates, Milwaukee, was the previous agency.

Rise Used 'Phony' Cream on TV, FTC Order Says

WASHINGTON, Sept. 22—A Federal Trade Commission hearing examiner issued an initial decision today which ruled that a "phony substance" was used in tv commercials which purported to compare Rise with other shave creams (AA, June 27, '60, *et seq.*).

Hearing Examiner John B. Poindexter said the "ordinary" shave cream in the Rise demonstration contained special ingredients which caused it to disappear rapidly and appear dry. His decision, unless modified or upset by the commission, would order Carter Products and Sullivan, Stauffer, Colwell & Bayles, agency for Rise, to cease and desist from using "false and misleading pictures, depictions and demonstrations" to disparage competing products.

He rejected the contention that the special substance was necessary for technical photographic purposes. "Reasonable latitude is, and should be, granted to advertisers and advertising agencies in the use of makeup where necessary to meet the technical requirements of photography," Mr. Poindexter wrote. "However, this is not a license to misrepresent the truth as to a material fact.

■ "It is undisputed that respondents used Rise shaving lather in the television commercials complained about. If respondents could successfully photograph Rise shaving lather, they could also successfully photograph competing lathers."

He noted that the advertiser and agency explained that they used the special substance to show the difference between Rise and "ordinary" shave creams. "Even so," the examiner said, "it was not necessary to prepare and use a phony substance resembling shaving cream and represent this to the public as a competing shaving cream, inferior to Rise."

The case stemmed from a 60-second tv commercial which was used between Dec. 2, 1959, and Feb. 9, 1960. First an actor applied "ordinary" shave cream, which disappeared rapidly and appeared dried out. As he shaved, he winced with discomfort. In the next sequence, he used Rise, which was moist and creamy. He appeared to shave in comfort.

■ The examiner said "ordinary" cream was really a special substance consisting of 90% water and a 10% solution of "Ultra-Wet 60L, a foaming agent produced by Atlantic Refining Co.

He said a demonstration at an FTC hearing showed that neither Rise nor two other competing commercial lathers dried out as quickly as the mostly-water special formula.

■ While the examiner issued his order against SSC&B as well as Carter, he dismissed the portion of the complaint which was directed at S. Heagan Bayles personally. His part, the examiner said, was limited to setting the policy level between his agency and Carter; the day-to-day responsibility for actually preparing the Rise advertising films was in the hands of two men at the agency, Barrett Welch, management supervisor, and Roland Marx, an account executive.

"The evidence is undisputed that Mr. Bayles had no knowledge that the substance Ultra-Wet 60L was going to be used in the filmed commercial instead of shaving cream," the examiner said.

'Miniature Mass Markets' Can Pay, Ayer Team Says

Think Small, Marketing Execs Told; It's Better to Nail Right Prospects

NEW YORK, Sept. 21—Marketers who "go for broke" in the big mass markets, and who too often end up that way, were advised today to aim their new product introductions at a more specific target—the miniature mass market.

This was the counsel of Hans L. Carstensen, vp and managing director of N. W. Ayer & Son, Philadelphia, and Norman H. McMillan, vp and associate managing director of Ayer's plans and marketing department, in a joint presentation to members of the Marketing Executives Club. They said that sometimes it was more profitable and less risky to go after a 5% share of market than a 20% share.

This "threshold" trend, as Mr. McMillan termed it, "reflects the fact that our population has become really huge. It reflects our increasing level of taste, and as taste goes up, so does the desire for distinction—the very opposite of 'mass.' It also reflects a growing ability to pay," he pointed out.

■ "The point," he added, "is that increasingly it will be possible to do a sizable amount of business, enough to obtain all the efficiencies of mass production, within specific population groups and within limited geographical areas. And increasingly it will be more profitable to think small, to think about the miniature mass markets, to think about nailing down—really nailing down—a smaller piece of business and making a profit, rather than constantly going for Big Casino—and too often missing."

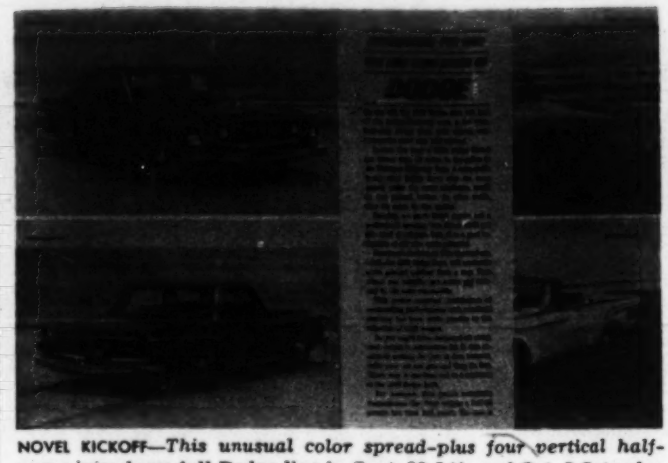
Mr. Carstensen noted the "staggering" costs of product failures. He suggested two principal reasons for new product mortality rates: (1) Over-concentration on what competition is doing, and (2) paying more attention to internal problems than to customers' problems.

■ "It is human nature in a competitive situation to fight back," he said. "The trouble is we usually fight back with the same weapons our competitor is using. The focus is on matching competition, not on developing something new and different that the consumer wants and will buy.

"Products which are new to the manufacturer, but not really new to the consumer," Mr. Carstensen said, "land smack up against the fiercest kind of competition, precisely as the market reaches saturation. There are times when you must match competition, but this is not the road to leadership."

Another pitfall of new products, Mr. Carstensen said, is too much "introspection." He said, "We think and worry about production, processing and distribution problems."

■ Mr. McMillan said that a few years ago his agency handled the account of a frozen weiners and sauerkraut product, which was taste-tested by a panel of three company executives and a supermarket buying committee. Everybody thought the product tasted great, he said, but they failed to notice that the label instructed housewives to allow 45 minutes for heating. This is an example of a "who needs it" product, he said.



NOVEL KICKOFF—*This unusual color spread-plus four vertical half-pages introduces full Dodge line in Sept. 29 Life and Oct. 7 Saturday Evening Post.*

Overlapping Ad 'Waves' to Push '62 Dodge Line

DETROIT, Sept. 22—A "strong print campaign" breaks this week to launch Dodge's 1962 passenger car advertising. (Dodge's media views were stated last week by Byron J. Nichols, Dodge general manager [AA, Sept. 18].)

W. D. Moore, Dodge director of advertising, said the "balanced multi-media approach"—print backed by spot tv and outdoor schedules—provides dealer support in all key sales areas, plus broad national coverage.

"We know it is important to create a powerful impression in the initial weeks of a new model season," Mr. Moore said. "Accordingly, our approach of individual overlapping 'waves' will provide strong early sales impetus for the new cars.

"Our October schedule of comprehensive newspaper advertising with extensive outdoor and magazine schedules is designed to achieve deep penetration locally. It will also reach large sections of the national car-buying public."

In a two-week tv teaser campaign some 265 stations carried 8 and 10-second IDs in 97 key Dodge markets.

■ Sept. 27 p.m. and Sept. 28 a.m. papers will carry the introductory ads, he said. Running in more than 2,400 newspapers in 1,500 major Dodge markets, the ad features the Dart 440 and the compact Lancer GT.

More than 1,600 newspapers will run followup advertising Oct. 3, 4, 17 and 18, Mr. Moore said, and in late October, November and December.

Magazine advertising designed to reach specific readership groups will run in mass publications, news magazines, men's magazines, car performance books and trade journals.

Life, Sept. 29, and *The Saturday Evening Post*, Oct. 7, will carry Dodge's unusual introductory ad. A four-color bleed spread surrounds four vertical half-page copy inserts and features the full '62 line—Lancer, Dart and Polara 500. Another color bleed spread will feature the Dart 440 and Lancer GT sports model in the Oct. 24 *Look*.

■ *Newsweek*, *Sports Illustrated*, *Sunset* and *Time* will receive 4-color bleed pages on the Dart 440, to be followed by b&w pages in November and December *Argosy*, *Field & Stream*, *Outdoor Life*, *Sports Afield* and *True*.

A novel 12-page insert on the Dart 440 will run in November *Car and Driver*, *Hot Rod*, *Motor Life*, *Motor Trend*, and *Road and Track*.

Trade journals carrying Dart and Lancer fleet ads include *American Salesman*, *ATA News*, *Automotive Fleet*, *Business Week*, *California Highway Patrol*, *Fleet Owner*, *Law & Order*, *National Sheriff*, *Nation's Business*, *Police Chief*, *Purchasing Week* and *Taxicab Industry*.

The Dart 440 will receive extensive multiple outdoor posting in 308 Dodge markets starting Oct. 5, and sports fans will see the new Dodges during Chrysler Corp.'s World Series tv sponsorship. #

Bristol-Myers' 'Excedrin' Bows

NEW YORK, Sept. 21—Excedrin, an "extra strength" headache remedy test marketed by Bristol-Myers Co. for more than two years, will be launched nationally Oct. 1 with a multi-million dollar campaign.

Television and Sunday supplements will be the major media as B-M seeks to bring home another winner in the proprietary pain reliever market which it estimates has grown by over $10,000,000 in the last year and to more than $250,000,000 over-all. B-M already has a major interest in this market with Bufferin.

Excedrin is a combination of three analgesics and an antidepressant which B-M said was developed to meet the demands of people who want an "extra-strength pain reliever." This phrase will be a key theme in the advertising. The company said Excedrin, "tablet for tablet," is 50% stronger than aspirin.

Excedrin comes in 12, 36 and 100-tablet sizes with a price range from 29¢ to $1.39. Young & Rubicam is the advertising agency. #

Ted Workman Agency Elects Nichols to New Post

Ted Workman Advertising, Dallas, has elected James W. Nichols to the new position of vp in charge of new business. Mr. Nichols also is exec vp and general manager of Fidelity Advertising, Abilene, Tex.

James W. Nichols

Mr. Nichols will be an officer of both corporations and the agencies have become affiliated, Ted Workman, head of the Workman agency, announced.

Norwood Moves Offices

Charles Norwood Associates, West Hartford, has moved to new offices in the Palace Theatre Bldg., Hartford. Jerry Lowengard, former partner with Mr. Norwood, has joined Herman Wolf, Hartford public relations consultant.

Campbell Launches Two New Soups With Print, TV Drive

CAMDEN, Sept. 20—Campbell Soup Co. will introduce two new heat-process soups—chili beef and vegetable bean—with an ad campaign that breaks in Sunday supplements Oct. 8 and will include national magazines, radio and tv spots, and commercials on its three nighttime tv shows.

Campbell is accompanying the introduction with a consumer offer to refund the full purchase price by mail when consumers send in one label from each new soup. This offer expires Dec. 15.

The Sunday supplement schedule includes *Family Weekly*, First Three Markets Group, *Parade*, *This Week Magazine* and nine independents.

The magazine schedule includes full-color pages in *American Home*, *Better Homes & Gardens*, *Everywoman's Family Circle*, *Good Housekeeping*, *Ladies' Home Journal*, *Life*, *Look*, *McCall's*, *Saturday Evening Post*, and *Woman's Day* as well as a spread in *Reader's Digest*.

Batten, Barton, Durstine and Osborn is the agency for heat-processed soups.

■ The tv schedule includes daytime network commercials over ABC and CBS and commercials on Campbell's three nighttime shows, "Donna Reed" (ABC), "Lassie" (CBS) and "Father of the Bride" (CBS). Spot radio will be used in 200 markets over ABC and NBC and locally.

The new soups bring to 29 the total of heat-process soups by Campbell. It also has eight frozen and 20 ready-to-serve soups, and will introduce seven dry soup mixes.

Chili beef contains lean beef, pink beans, tomatoes, onions and chili. Vegetable bean has seven vegetables, including California pink beans and lentils and beef.

The two new condensed soups and seven new "Red Kettle" dry soups, plus new Swanson, Pepperidge Farm and other Campbell products to be launched in 1962, comprise "the largest number of new consumer-tested products ever announced in one year," W. B. Murphy, Campbell president, said.

Fix Sets, GE Urges in Pre-World Series Spots, 'TV Guide'

NEW YORK, Sept. 21—What is believed to be one of the largest dealer tie-in campaigns in magazine history will be launched by General Electric Co. this week in a nationwide campaign for improved tv set reception.

Using the theme "World Series Week Is TV Tune-Up Week," General Electric and thousands of independent tv service-dealers throughout the country are participating in the campaign, using a total of 144 pages in 62 regional editions of *TV Guide* Sept. 30. The campaign is sponsored by the General Electric distributor sales operation for electronic components through Gardner Advertising, St. Louis.

■ A b&w ad will be in the national feature section of *TV Guide* Sept. 30. On the page opposite it and following it will be the ad showing local tv stations and the times they will be carrying the tv test pattern and a listing of area service dealers.

The dealer listings will run from one to eight pages.

Michael J. O'Neill, *TV Guide* ad director, said this is believed to be the largest dealer listing campaign ever handled in a single issue of a magazine. #

FCC to Question Top Advertisers

WASHINGTON, Sept. 22—The Federal Communications Commission today listed 39 advertising executives who are to testify on relations between tv and national advertisers when the commission study of radio-tv programming resumes in New York Tuesday Sept. 26.

They are Henry Kennedy, Prudential Insurance; David A. Shepard, Standard Oil Co. (N. J.); A. N. Halverstadt, Procter & Gamble; Albert Stevens, American Tobacco Co.; John Burgard, Brown & Williamson; Thomas McCabe Jr., Scott Paper; Douglas Smith, S. C. Johnson & Son; Leonard Lavin, Alberto-Culver; Lawrence Bruff, Liggett & Myers; Gail Smith, General Motors.

Also Tod Hunt, Aluminum Co. of America; J. Edward Dean, E. T. du Pont de Nemours; R. E. Forbes, Chrysler Corp.; Max Banzhaf, Armstrong Cork; Peter Peterson, Bell & Howell; Theodore Bergmann, Revlon Inc.; Samuel Thurm, Lever Bros.; Robert Fisher, Ford Motor; M. A. Souers, General Mills; Alfred A. Whittaker, Bristol-Myers; Robert Gorman, Allstate Insurance; David W. Burke, General Electric; John H. Childs, Texaco; R. G. Rettig, American Home Products; Roger Greene, Philip Morris; Harry Schroeter, National Biscuit Co.; Howard Gray, R. J. Reynolds.

Also Robert McNell, Sterling Drug; Edwin Ebel, General Foods; Daniel Ladd, P. Lorillard; C. M. Underhill—Charles Huse, U. S. Steel; George Laboda, Colgate-Palmolive; Edward Kletter, J. B. Williams Co.; Roger H. Bolin, Westinghouse; James W. Cook, American Telephone & Telegraph; Albert Brown, Best Foods; Carl Stursburg, Warner-Lambert; Joseph Caliri, National Dairy; and Robert Eskridge, Ralston Purina.

'Editor & Publisher' Honors Dailies for Use of R.O.P. Color

NEW YORK, Sept. 21—Following are the winners in *Editor & Publisher*'s fifth annual national r.o.p. color reproduction contest, which drew 2,543 entries from 151 dailies:

• Four-color in newspapers under 100,000—*Duluth Herald & News Tribune* (an American Bakeries ad, via Young & Rubicam); 100,000-250,000 — *New Orleans States Item* (R. J. Reynolds' Winston, via William Esty Co.); above-250,000—*Minneapolis Star & Tribune* (George A. Hormel & Co., via Batten, Barton, Durstine & Osborn).

• Spot color awards went to the *Staten Island Advertiser* (Pepsi-Cola's Teem, via BBDO); *Peoria Journal Star* (Hiram-Walker's Corby's whisky, via Ross Roy-Brooke, Smith, French & Dorrance); and *Kansas City Star* (Florida Citrus Commission, via Benton & Bowles).

• Y&R's American Bakeries ad, plus a Peoples Drug entry by N. W. Ayer & Son, were tops in a separate creativity judging. #

La Rue Feeley Affiliate

La Rue, Cleveland Inc., Detroit, and Feeley Advertising Agency, New York, with a combined billing of more than $3,500,000, have set up a branch office affiliation. The two agencies will make their creative, research, sales training and public relations facilities available to each other. Together, they list more than 40 accounts. This affiliation is the first of several planned by the two agencies.

PORTRAIT OF A BUYER PROTECTING HIS PROPERTY

Surely it is understandable that a timorous buyer wants to protect his sources. And it proves that he knows his business—because there's nothing so important to an industrial buyer as product information. In other words, sources.

Prime source for sources is Thomas Publishing Company. Every year Thomas compiles the most complete directory of product information in the world—Thomas Register. TR is a weighty tome—about 48 lbs. of buying aid that lists 75,000 different product classifications on 10,000 pages, with 13,000 advertisers.

Equally weighty, but not in pounds, is Thomas' monthly product information newspaper for buyers, Industrial Equipment News. In IEN, buyers find details, drawings, cutaways, the whole product story told tersely. Over 81,000 buyers use IEN.

No industrial sales program is complete until product information is by the buyer's hand. To reach the buyer, advertise in IEN and TR. Published by Thomas product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N. Y.

Phone: OXford 5-0500

MISSION—*Hubert Troost reports chatting with D'Arcy and Doyle Dane Bernbach Inc. about possible "common interests."*

Business, Advertising Zoom in Europe; More Activity by U.S. Agencies Seen

Visting German Admen Tell AA They Prefer Joint Operations to Partnership

By Milton Moskowitz

NEW YORK, Sept. 19—Fundamental changes are in the wind for European advertising.

The changes, which stem from the great expansion of the European economy, will call for increased participation by U.S. agencies in Europe—either in combination with local agencies or via new subsidiary operations.

A straw in the wind is the new move by Ted Bates & Co. to acquire a French agency, Agence Francaise de Propagande (AA, Sept. 18). Other moves—of a similar nature—are in the making. They involve several agencies in the $50,000,000-and-up bracket.

■ Testifying to these planned overseas ventures are the heads of two top German advertising agencies, who are now completing lengthy scouting missions in the U. S. They are Hubert Troost and Arthur Cooper, of Troost Werbeagentur, Dusseldorf, and Wolfgang C. Gabler and Adolf Pischetsrieder, of Carl Gabler Werbegesellschaft, Munich.

Interviewed by ADVERTISING AGE, the German admen reported that they had visited with a number of U.S. agencies and found them vitally interested in the European market. The main stumbling block is the form this participation should take.

One point seems clear. The traditional system of a loose association between agencies of different countries is going by the boards. The growth of the advertising business in Europe has made this system unfeasible. Messrs. Gabler and Pischetsrieder emphasized that the trend now is toward a more binding relationship between agencies—cemented in some financial way.

■ The Gabler executives said they came to the U.S. to see clients

W. C. Gabler A. Pischetsrieder

(Warner-Lambert, Caltex and Westinghouse) and to determine the "basic feelings" of U. S. agencies toward these changes. They gained the impression that American agencies are, in general, looking for new arrangements abroad. They have seen 12 agencies here.

Mr. Gabler pointed out that there are three ways for an American agency to enter Europe: (1) Buying into an existing agency; (2) outright acquisition of an existing agency; and (3) starting a new agency in partnership with a local agency.

He made it clear that as far as the Gabler agency was concerned, the third alternative is the preferred avenue. This partnership approach has been used recently by McCann-Erickson in Japan and by Kenyon & Eckhardt in Britain. In each case, the U.S. agency joined with a local agency to form a third jointly-owned agency.

■ Mr. Troost told AA he came to the U.S. for three reasons:

1. To hire a television man. This has been done but cannot be announced until Nov. 15, because the man has not informed his agency yet.
2. To confer with the larger agencies here about "common interests." Among the shops seen: D'Arcy Advertising Co. and Doyle Dane Bernbach Inc.
3. To inspect U. S. packaging and retail distribution.

Mr. Troost emphasized that his agency is "not for sale" but is interested in expanding in Europe outside of Germany—perferably in association with a U.S. agency.

The Troost and Gabler agencies both rank among the top 10 in Germany, although they belong to rival full-service agency associations. Troost belongs to the Gesellschaft Werbeagenturen (GWA), while Gabler is a member of the Arbeitsgemeinschaft Werbeagenturen und Marketingberatung (AWM).

■ Both agencies trace their origins back to the '30s—Troost was organized as an art studio in 1935 and became a full-fledged agency in 1951; Gabler emerged from the old Rudolf Mosse media representative organization in 1933.

Since 1952, advertising expenditures in Germany have expanded fourfold, to a total approaching $1 billion. The Gabler agency increased its billings from $5,150,000 in 1955 to $9,600,000 in 1960. It has 350 employes in six offices. Troost jumped from $7,740,000 in 1959 to $11,260,000 last year, with billings currently running at the annual rate of $13,000,000. The agency has 230 employes in one office.

• Henkel, the German soap manufacturer, is Troost's No. 1 client and has provided much of the fuel for this growth. For many years Henkel had the top brand in the German market, in Persil. After the war, however, Lever pushed its way to the top with the detergent, Sunil. In 1959, Henkel transformed Persil into a detergent, and advertising by Troost has helped the brand regain its position of leadership. The agency's second largest account is Erdal (shoe and floor polishes).

• Top accounts in the Gabler shop are Biox pharmaceuticals and two Warner-Lambert subsidiaries—Richard Hudnut and Gustav Lohse. The agency has also had the assignment of introducing Caltex gasoline in Germany.

■ The executives of Gabler and Troost expressed the belief that the differences between American and German advertising are decreasing every year.

"German advertising has learned so much that the differences are now minimal," Mr. Troost said. He also pointed out that the German advertising fraternity is well exposed to American advertising. "We subscribe to 160 publications, 40 of them American," he noted.

Shortage of qualified personnel continues to plague the German ad industry. "This is our toughest problem," Mr. Gabler conceded.

Asked how much an experienced copywriter makes in Germany, Mr. Troost answered: "Between $500 and $1,000 a month." Messrs. Gabler and Pischetsrieder replied: "From $250 for a copywriter up to $750 a month for the head of a copy department."

■ The Troost agency took a tough account loss on the chin last year. One of its top accounts was Gueldenring cigarets, marketed by Haus Neuerburg, one of the smaller German tobacco companies. R. J. Reynolds Tobacco Co. then bought controlling interest in Neuerburg and forthwith transferred the advertising accounts to branch offices of U.S. agencies. Gueldenring went to Foote, Cone & Belding, while Lintas lost its brands to Young & Rubicam.

The Germans—from both the Troost and Gabler agencies—said this was rather demoralizing but they added that fortunately most U.S. companies don't follow this strict "Buy American" policy. #

HARRY ROSENTHAL

CLEVELAND, Sept. 19—Harry Rosenthal, 76, founder of Rosenthal Outdoor Advertising Co., died here Sept. 5. His son, Milton L., is president of the company which the late Mr. Rosenthal organized in 1912.

JAMES A. HARDMAN

NORTH ADAMS, MASS., Sept. 19—James Angell Hardman, 81, retired publisher of the *North Adams Transcript*, died Sept. 13 at his home.

WARD EDWARDS

SALT LAKE CITY, Sept. 19—Ward Edwards Jr., 62, salesman and advertising pioneer, died of peritonitis Sept. 2. A native of Kansas City, he opened an agency here in 1937; in 1947 he handled public relations for the federal war surplus plant here. Since 1954 he had been a salesman with the *Deseret News Press* and headed a newspaper syndicate, Edwards Enterprises.

'Electrical Maintenance' Moves

Electrical Maintenance & Engineering has moved its publishing offices from Crystal Lake, Ill., to 333 N. Michigan Ave., Chicago.

City Fathers in Columbus Pondering Film Ad Censorship

COLUMBUS, Sept. 20—The question of censorship of movie advertising in Columbus newspapers will be decided by the city council at its regular session Sept. 25.

In a special hearing on film censorship, an advertising amendment was offered to a proposed movie ordinance, in a bitter three-hour discussion that drew more than 200 to council chambers yesterday.

The amendment, adopted unanimously by the seven council representatives, would require that all advertisements relating to movies be subject to censorship by the same board that would be set up to rule on films.

The censorship ordinance was tabled until next week because an alternative suggestion was made by Columbus theater operators at the hearing, and the council wanted the time to study the substitute.

■ Theater operators propose a board of review, which could operate similarly to the projected censorship body, but would not have the power to censor films.

The board of review, according to the theater operators, would examine films to detect violations of any existing city laws and then report them to the police department for further action.

The original censorship ordinance was proposed by Golda May Edmonston, a Republican, and the amendment by Robert Van Heyde, a Democrat.

A conflict of principles was charged by Mr. Van Heyde when he spoke on the proposed censorship. He said he has an inherent dislike for censorship and a distaste for the type of entertainment under protest.

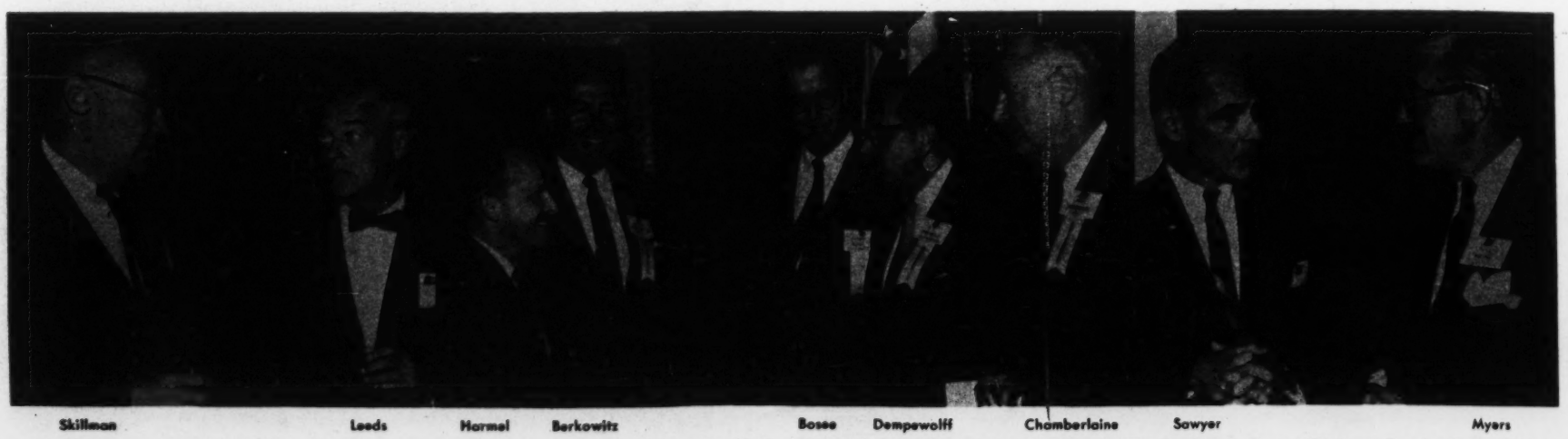
■ Mr. Van Heyde then launched a tirade against newspaper advertising of films. He held up a copy of a Columbus daily and said:

"This is the kind of trash, rot and gunk we want to get rid of. Newspapers go into all your homes, and if we could cut out this type of advertising, we wouldn't have this problem.

"I swear to God, I'm amazed at the trash our newspapers allow to be printed on their theater pages," he added.

He moved to amend the ordinance under discussion to have all movie advertising be subject to censorship, although Russell Leach, city attorney, expressed a doubt that advertising censorship of that nature could be enforced.

Mr. Van Heyde's amendment was adopted 7-0, and Mr. Leach was requested to prepare an opinion on the legality of the advertising amendment. #



Skillman Leeds Harmel Berkowitz Bosee Dempewolff Chamberlaine Sawyer Myers

PUBLISHERS ASSOCIATE—*Attending Magazine Publishers Assn. fall conference in New York were Richard Harmel, Look; Mortimer Berkowitz Jr., Woman's Day; J. Kennard Bosee, The New Yorker; Albert S. Dempewolff, Good Housekeeping; Harry Chamberlaine, Hearst Magazines; Thomas Skillman, Leam Corp.; Richard Leeds, Baby Talk; Bayard E. Sawyer, Business Week; and Vernon C. Myers, Look.* *(See story on Page 1).* *The publishers convened at the Commodore Hotel.*

Richardson-Merrell Reports Sales Rise 14%; Brands Gaining

NEW YORK, Sept. 20—Richardson-Merrell had record sales and earnings in its 1960-'61 fiscal year, while entrenching itself as the maker of the two best-selling cough syrups and the most widely used anti-cholesterol drug.

Significantly, combined sales of its ethical and veterinary drugs surpassed proprietary sales for the first time, even though proprietaries increased nearly 11%. Ethicals and veterinary products contributed about 46% of total sales, proprietaries 44% and chemicals and plastics 10%.

Net sales for the fiscal year ended June 30 were $151,510,000—14.5% ahead of the previous year, and the 13th consecutive high. Earnings, after adjustments for foreign operations, were $17,025,000—up 18.4% over the previous year. Sales have nearly tripled in the last four years, while earnings have more than doubled.

The prescription drug, Mer/29, which inhibits the body's manufacture of cholesterol, was the company's No. 1 ethical and the most prescribed anti-cholesterol drug in the U.S., the company reported. Several new ethicals were introduced during the year, including several appetite depressants.

■ Vicks Formula 44 cough syrup moved up from the No. 2 position held the previous year and replaced Vicks Improved cough syrup as the leading product. With these two proprietaries, the company said it had more cough syrup sales than the next five proprietaries combined. This year's advertising again features both products in one ad, with the headline, "Stops nagging coughs." #

WPN Issues 2nd Edition of Int'l Commercial TV Guide

The second edition of the "International Commercial Television Rate & Data Book" has been published by *World's Press News & Advertisers' Review*, London. The 264-page manual is the most complete guide available to commercial tv services outside Canada and the U.S. It covers 47 countries, showing number of stations, coverage, transmission times, rates and other pertinent data for each nation.

Since publication of the first edition in 1959, 17 new countries have started commercial tv services. The number of sets in commercial tv areas has increased from 68,000,000 at the end of 1958 to 84,000,000 at the end of 1960. Copies of the book are available from the publisher (at 9-10 Old Bailey, London EC 4) at $25 apiece.

If You're in Electronics, Communications Or Photographic Equipment Manufacture

Uncle Sam needs YOU!

Military electronics contracts during 1961 should reach a whopping $8.5 billion. Smaller producers of electronic specialty items will be in a stronger position this year for they will deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronic field.

11,000 primary defense buyers and subcontractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications And Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:

SIGNAL

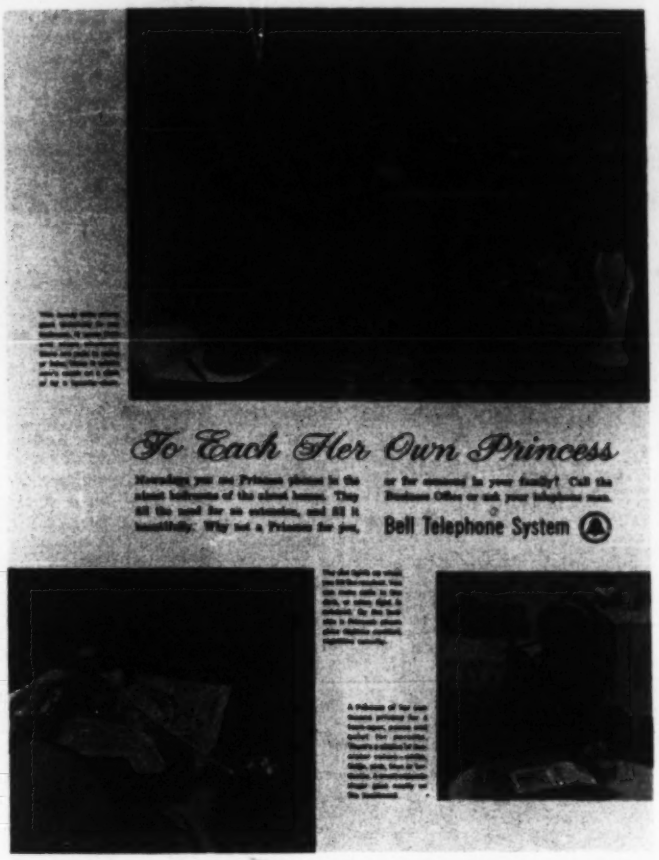
IBPA OFFICIAL JOURNAL OF AFCEA

Wm. C. Copp & Associates

72 W. 45th Street, New York 36. MU 2-6606

COLOR PROGRAMMING 63% AHEAD OF LAST YEAR!

This year, there'll be 655 more hours of Color programming than last year. The big move to Color TV is on. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900



PRINCESS PUSH—*This color page in Sept. 29 Life leads off Bell Telephone System's Princess phone promotion in 16 national magazines, plus support on "The Bell Telephone Hour" Sept. 29.*

Bell Ads Will Push Princess as 2nd Phone

PHILADELPHIA, Sept. 20—Bell Telephone System will use a heavy barrage of magazine advertising, plus a commercial on the season's first "Bell Telephone Hour" Sept. 29, for its Sept. 5-Oct. 27 promotion of extension telephones.

Focal point of the campaign is the petite Princess phone and will have as the central theme, "To Each Her Own Princess." Four-color pages in 16 magazines will feature the use of the phone by mother, grandmother and teen ager in their respective bedroom settings.

The 60-second "Telephone Hour" commercial and the magazine advertisements stress the convenience, privacy and security of an extension phone.

Directed primarily to 22,400,000 one-phone Bell System customers, ads will run in *Life* Sept. 29, *The Saturday Evening Post* Oct. 7, and *Look* Oct. 10.

Ads will also run in October *American Home, Better Homes & Gardens, Coronet, Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, Living for Young Homemakers, McCall's, National Geographic, Parents' Magazine, Reader's Digest, Redbook* and *Woman's Day*.

Associated Bell System companies will receive tie-in regal-crown displays and colorful give-away brochures.

Ad copy will promote extension telephones for the almost 20,000,000 teens and sub-teens in the Bell System market, with copy appeal directed toward the adults who pay the phone bills. #

UAA Appoints Two

John McCormick has been named assistant general sales manager of United Artists Associated, New York, tv film distributor. He formerly was midwestern sales manager of UAA in Chicago. Succeeding Mr. McCormick in Chicago is Jerry Wechsler, formerly a salesman on the midwestern staff.

Neale Adds Anita Shops

Anita Shops Inc., Los Angeles, which operates 83 retail women's garment outlets on the West Coast, has appointed Neale Advertising Associates, West Los Angeles, to handle its advertising. The agency said billings would be based on 3% of total dress sales.

WBRZ-TV Promotes Moore

Aubrey L. Moore, formerly production manager of WBRZ-TV, Baton Rouge, La., has been named station manager, a new title at WBRZ-TV. Douglas L. Manship will continue as president and general manager.

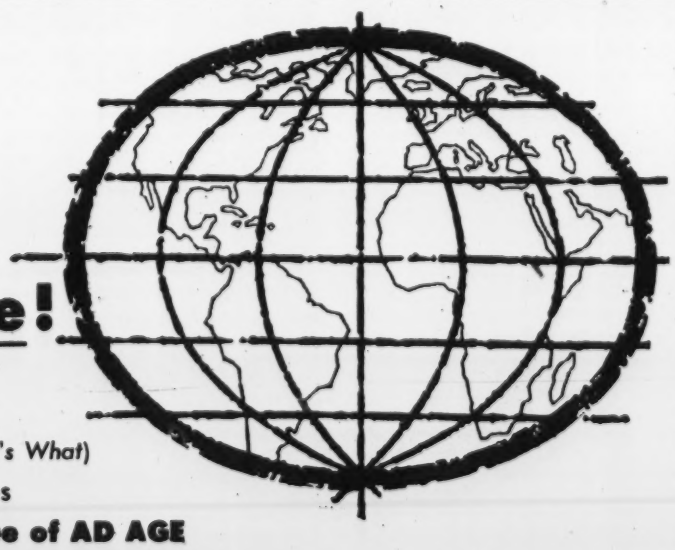
IVT Boosts Colman

In line with plans to enter the creative programming area, International Video Tape, Beverly Hills, has boosted Henry Colman to executive producer and director of program development for the company.

Thomas to Telecast Productions

Will Thomas, formerly with NBC-TV Films, has joined Telecast Productions Inc., Los Angeles, as exec vp.

Handy! clear! almost here!



The Who's Who (*and What's What*) of International Magazines in the **October 2nd issue of AD AGE**

CLIENT MEETING *Notes*

Account Man Harry: "But what's wrong with the idea, Bill?"

Client Bill: "You just can't promote the oldest and largest independent data-processing service on the back of subway transfers. Why didn't you suggest banners on the X-15's? That's just as zany!"

Account Man Harry: "That's not commissionable! Besides, I thought you guys were the 'Tiffany's' of the business."

Client Bill: (thinking) . . . *He couldn't have taken me seriously!*

Account Man Harry: "Don't overlook your fabulous 1401 Data-Processing equipment coast-to-coast. Combined with your professional people, you've got a package that can save time and money for any agency or research department."

Client Bill: "I know—but how do we promote it to those lovable ol' ad-makers?"

Account Man Harry: "Just let 'em know you're *problem-solvers—not machine-time peddlers.*"

Client Bill: "Swell! Where do we start?"

Account Man Harry: "Why, let's put a bomb in *Ad Age* and count the fall-out."

stc Established 1933

Statistical TABULATING CORPORATION

NATIONAL HEADQUARTERS

104 South Michigan Avenue Chicago 3, Illinois

OFFICES IN PRINCIPAL CITIES—COAST TO COAST

THE STATISTICAL MARK OF EXCELLENCE

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 **50,291**

HELP WANTED

SPACE SALESMAN

Immediate opening Chicago office national business publication. Salary, commission, expenses, broad benefit program. Travel 40%. Prefer experience, College and Service background, age 27-37. Send resume, requirements in strict confidence.

Box 5206, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Want higher salary, better opportunity, security? "NER" reports on hundreds of $7,000-$35,000 job openings monthly. Get free copy. **National Employment Reports, 165 W. Adams, 830-G, Chicago 3**

Account Executive and Copywriter. Excellent medium-sized agency is seeking an experienced, able account executive—also a highly creative and talented copywriter. Both must be promotion-minded, personable and under 36. Please give full information, photo and salary requirements in first letter. **Doe-Anderson Advertising Agency, Inc., 315 Commonwealth Building, Louisville 2, Ky.**

WANTED—Ambitious printing salesmen to sell catalogs, circulars, etc. to industrial manufacturers for large, well established, expanding, completely equipped, competitive Connecticut printing plant. Fast quotes and delivery. Commission. Details to

Box 5241, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WOMAN

Ideal position for woman with minimum 5 years experience to join publisher to screen ad copy appearing in our national publications. Person must have working knowledge of various media ratings and be experienced as a buyer, researcher or as an assistant in a promotion department of an ad agency or representative firm. Excellent salary, working conditions and company benefit program including profit sharing. Send letter to C. F. Krueger,

STANDARD RATE & DATA SERVICE, INC.
3201 Old Orchard Road
Skokie, Illinois

A SERVICE
for the articulate ..... and
their cohorts .....
Molene Personnel — **105 W. Adams**
ANdover 3-4424 — **Chicago 3**

Good opportunity for national advertising salesman on medium sized newspapers located in New York state. We need a man with sales ability and imagination to call on trade and to assist our national reps at the area level. Outstanding benefits. Permanent job.

Box 5242, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

CREATIVE DESIGNER FOR DISPLAY EXHIBITS

An experienced, talented creative designer has an excellent opportunity to become one of the top men in our rapidly growing organization. If you have ideas and a good working knowledge of display materials, we would like to hear from you. Salary $10,000 to $12,000 to start. Send resume and complete details. **Award Exhibits, 3308 West Erie Street, Chicago 10, Illinois.**

HELP WANTED

SALES PROMOTION MANAGER

We are one of America's fastest growing, publicly owned companies and have a hard hitting field sales force working from over 250 offices around the world. We perform a wide variety of business services for firms of all types.
Right now our Milwaukee home office needs an experienced man with proven experience in creating the materials, promotions, and campaigns we need to stimulate, excite and motivate our sales force. If you have the ability, here is your opportunity. Send complete resume to, or call **Mr. Heubner, Executive offices, Manpower, Inc., 820 North Plankinton, Milwaukee, Wisconsin, BRoadway 2-8500.**

ADVERTISING AND PUBLIC RELATIONS MANAGER

Imported car distributor with headquarters in Norfolk, Va., needs qualified man to manage advertising department. Position requires ability to assist dealers in setting up and maintaining effective advertising programs; creative talent to produce ads and ad materials for use in all media; and a capacity to administer our co-operative advertising plan. Automotive experience desirable but not necessary. Distributorship is most successful in its line with consistent sales increases. Offices located in heart of Virginia vacationland. Ideal living conditions for ad man and his family. Liberal salary, bonus, fringe benefits, and use of company car. Send resume immediately to **H. W. Smith, General Sales Manager, Eastern Auto Dist., Inc., 1022 Granby Street, Norfolk, Va.**

PUBLICITY WRITER

Outstanding opportunity for versatile, aggressive writer. Leading national association in the building industry. Creative development of publicity releases, features for consumer and industry magazines, effective promotion of industry image. Limited travel. Must have speaking ability. Age: 25 to 35. Submit small photograph with resume.

Box 5245, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. .....New York 17, N.Y.
Or phone for appointment: YU 6-6947

COPY—CONTACT COMMUNICATIONS

National advertising agency seeks industrial copywriter, preferably with experience in broadcast communications field. Please mail your complete resume and salary requirements. Replies held strictly confidential. Our staff knows of this ad.

Box 5244, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGENCY MEDIA MAN . . . .
Marketing oriented Media Department of important Chicago agency with diversified consumer accounts is looking for young man with experience in buying and planning for all media. Send resume and salary requirements to:

Box 5243, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

POSITIONS WANTED

PUBLISHING EXECUTIVE

Broad background major industries. Heavy on Sales Management; top-flight personal sales record. Looking for substantial opportunity in Chicago area. Employed at present. Write in confidence to:

Box 5215, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MERCHANDISING MGR. A real pro, known for results. Outstanding record Advertising-Sales Promotion Mgr., Merchandising-Sales Training Mgr. three of nation's sales leading manufacturers consumer, industrial, agricultural products. For details, P. O. Box 575, Atlanta 1, Ga.

Dir. Adv. & PR for natl. food mfr., Agncy exp. 33, Col. grad. seeks agency job—East

Box 5246, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL EDITOR

12 years experience, all phases. Six in metalworking. Will relocate.

Box 5247, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MR. TRADE MAGAZINE PUBLISHER

Do you really believe in sales promotion, in trade and industrial advertising, or do you merely try to sell these sales tools to others? I've got ten years top-notch trade publishing experience to offer you, largely in promotion and research, plus a technical background, and solid agency experience as a writer and acct. exec. The way I see it, any promotion man worth his salt is first and foremost a money-maker. He uses lots of God-given common sense, together with his special knowledge of promotion, research, and advertising to help each of your salesmen sell more advertising. So if you just want someone at a bargain price to handle all the trailings that no one else will bother with, count me out. On the other hand, if you need an experienced trade publishing executive in your organization who happens to specialize in ways and means of selling advertising space, then maybe I'm your man.

Box 5248, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXCELLENT TEL. AD taker wishes work in N.Y. city only. Spanish and English.

Box 5249, ADVERTISING AGE
630 Third Ave., New York 17, New York

AUDIO-VISUAL COMMUNICATIONS

Sales/Adv/Promotion-Minded Wrtr-Dir. Films, Exhibits, Shows, A-V Materials Indust., Scientific, PR, Training, Sales

Box 5250, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCED SPACE SALESWOMAN

Have unusual record for increasing space sales in highly competitive fields. 7 years experience. Ask for complete resume.

Box 5251, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Employed, ambitious, steady Keyline Revamper desires opportunity for line illus. along with other studio duties in downtown, Mich Ave. area Studio. Chicago.

Box 5252, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

THANK YOU FOR STOPPING

Now that I have caught your eye you may catch mine. Recent col. grad. seeks Adv. Trn. position, Alert, hardworking, mil. exempt, some exp. A man who knows what he wants and where he wants to go.

Box 5253, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING EXECUTIVE

Heavy in products sold to agriculture-consumer gds. exp. also. Experienced in broad area of Marketing, incl., Mktg. Res., Adv. & Prom., planning. B.S. in Ag. & MBA. Now Gen. Mgr. Feed Co.—5 figure salary.

Box 5254, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

28 year old college graduate with good background in space sales and merchandising. Willing to travel and re-locate.

Box 5255, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

New electronic publication seeks space representatives in Philadelphia area and the Southeast. If you know this field and can handle a potentially hot magazine write

Box 5256, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

MIDWEST ADVERTISING SALES

coverage by thoroughly experienced representatives with top qualifications immediately available for well established publisher.

Box 5257, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

W. Coast Mag. Rep

to be in Chicago & New York week of Oct. 2 for interviews. Top consumer/trade creative, hard-working salesman.

Box 27 Q 276, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

BUSINESS OPPORTUNITIES

ARTHUR CARWARDINE

Negotiator for Sale of Publication Properties

209 So. LaSalle St. Chicago 4 FI 6-4577

WANT TO BUY Medium size trade publication in industrial field.

Box 27 Q 256, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

FOR SALE—Partnership interest in new, completely equipped Dycril photoengraving plant. Can use either inside man or salesman or both. Some investment money required. New England location. Details to:

Box 5258, ADVERTISING AGE
630 Third Ave., New York 17, New York

MAGAZINE FOR SALE—5-yr old bi-mon., natl, 2500 pd circ in growing tropical fish hobby field. Unlimited growth possibilities as monthly. Now set up to publish with little effort as a side-line. Now netting $3,600. Sales price $9,000 cash.

Box 5259, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

ARTISTS-WRITERS PERFECT SPOT

Big studio separate and 6 room, 2 bath residence, 3 beautiful wooded acres. 2½ mi CNW Sta. Barrington. Priced for quick sale. Phone **DU 1-2520** for details.

ENGINEERS AT HOME ADDRESSES.

Over 135,000. Select by types. Lowest rates. **DECISION/INC. 2417 Colerain Ave., Cincinnati 14, Ohio, 681-6800.**

YOUR CLASSIFIED AD HERE WILL BRING RESULTS

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 — **Lynwood, Calif.**
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

ADVERTISING DESIGN ASSISTANTS

Able to prepare rough and comprehensive layouts, handle type specifications, supervise preparation of key line art. Will involve contact with photographers, art studios and advertising agencies. Should be able to contribute to creative planning of direct mail, sales literature and journal advertising. Prefer 2 to 6 years experience. One position available in domestic advertising, second position in International Operations. All qualified applicants will receive consideration for employment without regard to race, color, creed or national origin. Please send resume to:

TECHNICAL EMPLOYMENT COORDINATOR
THE UPJOHN COMPANY
KALAMAZOO, MICHIGAN

EDITOR

Every job has two salaries. One is the hard cash you get. The second is the pleasure, challenge, and mental satisfaction you get from working for a company. Of the many house publications in the U.S., one must be interested in a creative writer, business and advertising manager whose prime interest for holding a job is basically reason number two.

Box 912, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MARKETING ABILITY YOU MAY BE ABLE TO USE AT A PROFIT

I could help you improve returns on your Adv.-Sales Promotion investments. I have done this serving two Corp. Helped double sales, increase inquiries, created stronger image that quickly identified Co. Planned complete Adv.-Sales Promotion program to achieve desired objectives. I can help you gain similar improvements. For further info. and portfolio of "facts," write

Box 924, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Thriving Midwest Advertising Agency needs LAYOUT MAN

Should have at least 3-5 years under-fire experience in rendering comprehensive and rough layouts. This means a youngish man, preferably not more than 35, with the zeal to create and the stamina to *produce*. Salary in line with creative ability. Less than 2 hours from Chicago by tollroad. Please send resume to:

Box 923, ADVERTISING AGE
200 E Illinois St., Chicago 11, Ill.

Let's Get Together

If you are the owner of a small agency in the Hartford, Conn. area facing the usual obstacles to agency growth, we would be happy to talk with you. We're a small agency too. It's possible that through a relationship which might result in acquisition, affiliation or merger, we can do together what may be most difficult to do alone. We'll also talk to an AE with established billings. Write through your attorney, accountant or direct. Describe your situation in sufficient detail so that we can determine if enough common ground exists to warrant a personal meeting.

Box 915, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WANT MANUFACTURER'S AGENT

Top calibre man to represent leading manufacturer of outdoor and indoor illuminated plastic signs. Well established and rapidly expanding company . . . serving famous national advertisers. Excellent facilities and outstanding reputation. Highest potential. Please submit complete resume. All replies held in strictest confidence. Our sales personnel know of this ad.

Box 913, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING AGENCY WANTED

Major Florida Real Estate firms need "right" agency for local and regional tie-ins in the sale of Florida homesites, investment tracts and groveland on the installment plan ($10 down and $10 a month). Agency selected will be offered an exclusive incentive program that will *net* you a minimum of $4,000 a month. Leading national advertising agencies are making thousands weekly on this plan . . . and all you need to do likewise is a little time, talent, and knowledge of mail order. Florida land sales is the greatest annuity business since insurance and offers a once-in-a-lifetime opportunity to double your present billings with a minimum of effort. We will show you how to do it. Write for full particulars. *All correspondence confidential.*

ASSOCIATION FOR FLORIDA LAND DEVELOPERS, INC.
20 S. E. Third Ave.
Suite 316, Miami 32, Florida

ADVERTISING MANAGER

A Manufacturer of package goods sold direct to consumer is seeking an aggressive young man as Advertising Manager. He must have successful advertising and sales promotion experience in this field with either an agency or manufacturer, and should have the ability to write clearly and persuasively. Good starting salary, plus the opportunity to participate directly in the results of his own efforts. Relocation Required. Send resume, in confidence, to:

Box 927, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SALES PROMOTION EXECUTIVE

Multi-million dollar manufacturer of consumer goods has immediate need for top-flight sales promotion man. Past work experience should show significant accomplishment and an originality of approach in such promotion activities as trade ads, direct mail campaigns, distributor meetings, contests, new-product introductions, point-of-sale techniques, and publication editing.
Dynamic, expanding organization offers great opportunity for growth and advancement as well as an excellent salary and complete fringe benefit program including profit sharing.
Please send complete resume outlining experience, education, ultimate job goals, earnings history, and salary expectations to:

Box 929, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TO NYC AGENCY BILLING

$5,000,000 or more . . .

Former West Coast Agency owner, now NYC resident, desires to purchase substantial interest in consumer goods agency. Proved new business man, creative, and skilled financial executive. No billing.

Box 918, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

BIG OPPORTUNITY IN NEW TV STATION

Spanish Speaking TV station in the 17th market in U. S., in which over 50% of homes speak Spanish, is in need of manager.

Responsibilities to include:

1. Client and agency contact.
2. Programming and Remote Production.
3. Market data and sales.

Obviously, speaking knowledge of Spanish is essential.

Box 926, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

the copy shop
MU 3-1455
270 madison ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind — any medium

BEER
Exp. copy/contact exec. avail. Nat. brand, Nat. agency. 18 yrs. agcy. exp. Top ref. Relocate.
Box 916, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

INTERNATIONAL TRADE DIRECTORY ADVERTISING SALESMAN WANTED
Largest in the World, covers 125 countries in four languages. Directory firm established 1796. High commission, large list of qualified leads. Excellent opportunity for good worker. Several east coast and mid-western territories available. Our employees know of this advt. Reply to U.S.A. Representatives: Albert Spitzer & Associates, 1515 Beverly Blvd., Los Angeles 57, California.

DREAM FOR SALE
Retirement business developed by late advt. exec. Fourteen Apts., Restaurant, Marina with 35 boat capacity. Private Ocean Beach. Tropical garden overlooking Inland Waterway. Located on exclusive island 18 mi. N. of Palm Beach.
Owner: Mrs. W. L. Shinnick, R.F.D. #1, JUPITER, FLORIDA.

NEVER UNDERESTIMATE THE POWER OF A PREMIUM!
Offer Gold Monogrammed
PLAYING CARDS
Plastic coated! Nationally advertised
$1 Self Liquidator for fall promotions! We monogram, mail, handle all details. Write for free information or send $1 for sample deck. State initials.
MARLEY PREMIUM SERVICE
of Kansas City
2506 W. 79th, PRAIRIE VILLAGE, KS.
ESTABLISHED 1941

WE COVER OUR OWN OVERHEAD! WHAT IT TAKES TO RUN OUR BUSINESS IS OUR EXPENSE—NOT YOURS!
Association of Publishers Representatives
310 East 49th St
New York 17, N.Y.
90 MEMBERS
APR

MOVING?
SEND FOR BOOKLET
A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

ART SALESMAN
If you are selling for a Chicago studio and have some billing in the pocket of your grey flannel suit . . . are receiving 20% commission . . . a drawing account . . . and are just *one* of the salesmen with a restricted territory, we have a once-in-a-life-time opportunity for you. We are a well-established studio, staffed for complete creative and finish. Also a complete photo studio. This is not a large operation but one that is well-rounded with room to grow. We are a medium-priced studio with the talent the high-priced ones would like to have, we can pay 25% commission, a good draw, and will give a stock option to the right man. Our firm is three years old and has a good profit picture. At present, our business is mostly direct with manufacturers and publishers, we have only two agency accounts. So if you are interested in being part of management . . . part ownership . . . and having a free hand to sell a complete visual communications package with more profits for you, drop us a line and let's get together.
Box 925, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MIDWESTERN EDUCATIONAL PUBLISHER needs a DIRECTOR OF OPERATIONS
to assume responsibility in the areas of: Liaison with Printer; Purchasing, including Paper; Postal problems; Finance; Accounting; Personnel; Systems; Plant maintenance. Good future for young man who can handle people as well as problems. Salary to $20,000. Send detailed resume. Box 921, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

Publishers
Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.
James k. millhouse
PUBLISHERS' REPRESENTATIVE
Palmolive Building, Chicago 11, Ill.

BROADCAST MEDIA BUYER—SALES
We have a staff opening for a man who knows broadcast sales. Ideally, his experience will include time buying, selling and station operation and management. Must be personable and a good administrator. Apply only by letter, sending complete details of past experience and salary expected to J. D. Landon:
STANDARD RATE & DATA SERVICE, Inc.
5201 Old Orchard Road
Skokie, Illinois

ADVERTISING ASSISTANT HOSPITAL AND LABORATORY
A challenging opportunity with excellent growth potential available in expanding hospital and laboratory organization. The man we need must be able to assume responsibility in all areas of sales promotion including journal, direct mail, conventions, dealer participation programs, etc. Should have college training with important biological background. Direct and dealer sales experience desired but not essential. Send resume and salary requirements to:
Professional Division
P. O. Box E
Riverside, Illinois

DON HARRIS NEEDS:
WOMAN COPY WRITER, major food-accounts experience. Important agency. Print and broadcast. To around 45 $17-20M
RESEARCH SUPERVISOR, over-$25MM agency. Graduate degree psychology, sociology ..... to $14M
COPY-CONTACT, agricultural.... to $12M
RARE YOUNG-MAN MEDIA JOB. Media Director will train sharp young first-rater in scheming, writing, presenting media plans. Can have a lot to learn if capable of learning fast. Needs fair print experience, some in broadcast and presentations. Can be now in not-big, not-tiny agency $7,500
DON HARRIS, Director
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago WA 2-9400

MARKET RESEARCH ANALYST
needed as key man in research dept. of a well-established East coast advertising agency (not in NYC). Should be thoroughly experienced in survey planning, testing, interviewing, analysis & report writing. Prior exposure to consumer, industrial, copy & attitude research is important, and for what this employer has in store, applicants must demonstrate administrative potential. Salary $9,500 to $12,000. Write to: Dept. MRA
Personnel Search Division
THE PERSONNEL LABORATORY, INC.
500 Summer St., Stamford, Conn.

I AM an advertising agency co-owner on the threshhold of the most productive years of my life.
I HAVE spent the last ten years building an organization from a two man studio to a financially sound, fully staffed agency.
I WANT a new environment where I can make unhampered use of my experience and talent in agency-management and client-contact. I want a situation that will challenge my sense of responsibility and stimulate my creativity. I want my $400,000.00 in profitable billing to be an added attraction. I'm the main feature.
Please make your reply informative. It will be held in strict confidence.
Box 919, Advertising Age
630 Third Avenue, New York 17, N. Y.

'TV Guide' Boosts Capone

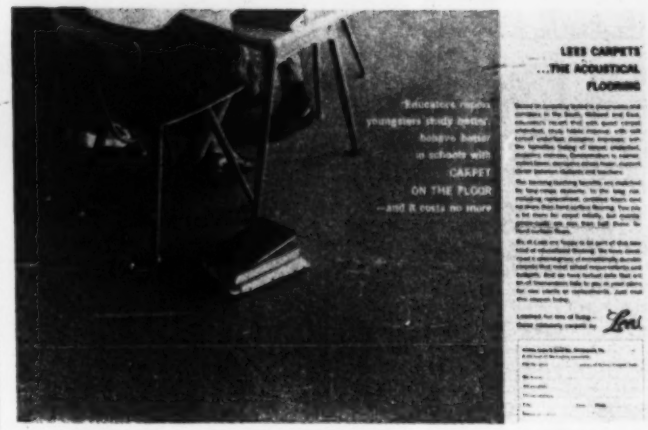
James A. Capone, promotion manager of the Cleveland edition of *TV Guide*, has been named to the merchandising unit of the magazine's national advertising staff in Randor, Pa. Mr. Capone will be succeeded by George C. Duffy Jr., formerly assistant to the advertising manager of W. S. Tyler Co., Cleveland.

Arnold/Baird Adds Purity

Purity Products Co., Chicago, has appointed Arnold/Baird Inc., Chicago, to handle its advertising. Purity, distributor of Lloyd's West India lime juice and Avre hair conditioner, will market distilled spring and nursery water, packaged in a one gallon corrugated polyethelene-lined carton, designed by Container Corp. of America.

Unger to Home Entertainment

Oliver A. Unger, former president of National Telefilm Associates, has joined Home Entertainment Co., Los Angeles, as exec vp.



WALK SOFTLY—*James Lees & Sons launches campaign to sell carpeting to educators for quiet, safety and morale. Spreads were used in September American School Board Journal, School Management, Overview and Contract. Coupons offer samples and a booklet.*

Reilly Joins Advertising Time

Advertising Time Sales, station representative company, has added Larry Reilly, formerly with Ted Bates & Co., to its New York tv sales staff.

IS THIS THE MAN YOU NEED?
For increased space sales on consumer or top business publication, agency contact.
—8 years successful advertising sales record
—Ability to create and develop ideas
—Energetic, self-organizer and planner
Relocate. Travel. Resume on request.
Box 920, ADVERTISING AGE
200 E. Illinois St., Chicago, Ill.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

COPY-ACCOUNT MAN
Versatile, free lance AD wants to go after new accounts; desires to team up with experienced copy-account man who wishes to do the same . . .
Chicago MI 2-3655

AGENCY WANTED
We are interested in buying a small agency located anywhere east of the Mississippi. Capitalized billings between $200,000 and $500,000. Will buy outright and manage, or will retain principal on a consulting or full time basis. If you prefer, send specifics via your lawyer. All replies in strict confidence. Box 917, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

PUBLISHERS GIRL FRIDAY
All office skills, knowledge of production. Good opportunity for hard working self starter.
STARTING SALARY $100.
Box 922, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Ill.

Our 50th Year
COPYWRITER—Girl-TV-radio exp. necessary-growing Chgo. agcy. $7-7,500
SPACE SALES—30-35-trade paper exp. nec.—Chgo. & mid-west terr. 8,000
ASST. EDITOR—Nuclear field pub., knowledge nuclear physics essen. 8,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1082
109 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

COPYWRITER WANTED
Plenty of room for fashion and flair but you must know how to write copy that sells to women. Prefer gal with fashion background who wants to work for a national manufacturer. Excellent salary, benefits and real potential. Please send resume outlining experience and earnings history to:
Box 930, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Want 'a Trade?
Your classified ad in Advertising Age may very likely do the trick for you!
If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $6 per ad! Try it.

Use This Space to Print or Type Your Classified Advertising Message
Classified Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.
Display Classified Rates: take card rate of $19.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____
My Name_____
Street_____
City_____ Z___ State_____
Clip and mail this form to
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif

Mobil's TV Buy Rips Traditional Network Patterns

(Continued from Page 3)

for sports, said it turned down a share of Mobil's budget because the oil company was asking not for a network or even a regional hookup but for a "high spot list." In some cases, nearby cities in the same marketing area were treated differently, with one being put on the list and the other left off, it was pointed out.

• At NBC this year, Ballantine, which wants its commercials seen in about 30 markets, liked the Mitch Miller "Sing Along" well enough to agree if necessary to pay for a portion of the show on a full network basis. NBC will try to sell off the markets Ballantine doesn't want, but the beer company is obligated to pay for them if NBC can't find other buyers.

CBS will turn the Mobil minutes in the non-Mobil markets back to stations for sale on a co-op basis. Since this will be a regular schedule of good prime time minutes—a scarce commodity for spot—in a variety of program atmospheres, the stations are expected to be quite happy to have them. Representatives have predicted these minutes should be relatively easy to sell, on strong stations. Technically this time is recapturable on three weeks' notice by CBS, but the network is not expected to interrupt spot schedules.

• The Mobil minutes in the non-Mobil markets on the 11 ABC entertainment shows are available for network sponsorship at about $11,000 each. So far ABC salesmen haven't found an advertiser who desires a combination of a southeastern regional hookup, a Washington sectional, plus little patches here and there throughout the country. At midweek, this time had been turned back to stations for sale, but it is recapturable by the network on three weeks' notice, should an advertiser with a hodge-podge distribution pattern come along. The older the season gets, the less likely this is to happen.

Mobil's unusual excursion into network tv is scheduled to run for 13 weeks, starting late this month. No tv network salesman wants to provoke Bates, one of the biggest buyers in the tv business, but the network sales chiefs may find life a bit simpler if Mobil decides to make its career as a network buyer a short term affair.

NETWORK PATTERN—*This map was furnished to Mobil dealers to show what television stations would be used by the network shows Mobil is buying on CBS and ABC. Note that the coverage follows Mobil's basic 43-state distribution pattern. Ted Bates & Co. is the agency.*

Mobil Oil's Network Package

Show	No. of stations expected to carry program	No. ordered by Mobil for minute participations
ABC*		
Naked City	165	79
Bus Stop	128	79
Adventures in Paradise	176	79
Cheyenne	167	85
Ben Casey	170	85
New Breed	133	79
Ozzie & Harriet	137	79
6 O'Clock News	94	79
The Hathaways	121	85
Straightaway	119	79
Roaring '20s	141	85
Target: Corrupters	154	95
CBS		
Pete & Gladys	138	80
CBS Reports	110**	80
Twilight Zone	163	80
Eyewitness	145	80
Investigators	155	80
Frontier Circus	154	80
Checkmate	151	80
Ichabod & Me	indefinite— new time just announced	80

* Mobil also is one of several regional sponsors on the American Football League games, but regional sponsorship is not unusual for sports events.
**Varies from week to week depending on local interest in the specific show.

James Dunn Named Ad Director of 'Life'

James J. Dunn, previously advertising sales manager of *Life*, New York, has been named advertising sales director of the magazine.

James J. Dunn

The position has been vacant since July, when Time Inc. promoted Clay Buckhout from vp and advertising director to a corporate post (AA, July 31). At that time, Time Inc. also named Mr. Dunn a senior executive and Ford Perine associate advertising sales manager.

Hammond Names Wilson

Kate S. Wilson has been named advertising and publicity manager of C. S. Hammond & Co., Maplewood, N. J., map publisher. Mrs. Wilson formerly was with William Filene & Sons, Boston.

Swan to Berger-Rivenburgh

Robert G. Swan has joined Berger-Rivenburgh, Chicago, point of sale advertising company, as an account executive. Mr. Swan was formerly a principal of Display Consultants.

JWT Names Luce in Detroit

James O. Luce has been named media director of J. Walter Thompson Co.'s Detroit office, replacing Ralph Bachman, who resigned. Mr. Luce joined Thompson in 1945 in the media department. He has most recently been in the agency's New York office.

D-F-S Names Dorkin VP

Louis Dorkin, account executive of Dancer-Fitzgerald-Sample, New York, has been named a vp.

Two Leave Ross Roy-BSF&D

Two vps have resigned at Ross Roy-BSF&D, Detroit. They are Maurice G. Vaughn, senior vp and director of broadcasting services, and William E. Dye, vp and art director. No replacements have been named.

Morse Elected Adclub Head

Richard M. Geis, vp of Ralph H. Jones Co., has been elected president of the Cincinnati Advertisers Club.

Advertisers in this Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

ABC-TV National Station Sales ..38-39
Advertising Age 90, 115
Advertising Checking Bureau 90
Advertising & Sales Promotion 46
Advertising Typographers Association of America 32
Agricultura de las Americas 62
Air Conditioning, Heating and Refrigeration News 57
American Broadcasting Co. 68-69
American Home 54-55
American Hotel Journal 110
Ann Arbor News 42
Architectural Forum 111
Automotive News 43

R. H. Bacon 113
Baltimore News Post 8
Barr Rubber Products Co. 32
Beckett Paper Co. 44, 105-106
Benton Harbor News-Palladium, St. Joseph Herald-Press, WHFB 36
John Blair & Co. 95
Boston Herald Traveler 112
Boys' Life 77
Bridal-Pax 4
Bride's 20-21
Burgoyne Index 116
Burrelle's Press Clipping Bureau .. 82
Business Week 71

Cahners Publishing Co. 58-59
Carey Press Corp. 62
Cedar Rapids Gazette 46
Chemical Week 47
Chicago Tribune 53
Chilton Co. 30-31
Colind Photography 88
Consolidated Water Power & Paper Co. 78
Consumers Institute 82

Dentsu Advertising 24
Denver Post 72-73
Detroit Free Press 60
Design News 97
Du Kane Corp. 44

Eastman Kodak 13
El Paso Broadcasters 114
El Paso Times and Herald Post .. 46
Elks 22
Electrical Merchandising Week .. 6
Electronic News 11

Fargo Forum 78
Farley Co. 76
Farm Equipment Press 114
Farm Journal 63
Flower & Garden Group 75
Food & Drug Packaging 40
Fort Wayne News-Sentinel and Journal-Gazette 66
Fortune 92-93

Carl Gabler 7
Georgia Group 70
Global Electronics 42
Global Technology 110
Good Housekeeping 128

Haberule 60
Hardware Merchandiser 15
Hitchcock Publishing Co. 34-35
Houston Chronicle 33
Houston Post 51

Inpak Systems 56
Institute of Radio Engineers 70
International Science & Technology 79

KABC-TV 50
Kansas City Star 37
Ketchikan Daily News 15
KEWB 124
Kleen Stik Products 108
KRNT 14

Lake Shore Drive Hotel 70
Clint Leap 42
Lettershop 36
Life 127
Look 5
Lubbock Avalanche-Journal 116

McGraw-Hill Publishing Co. 44-45
Miami Herald 91
Milwaukee Journal 83
Miniature Flip Book Co. 24
Minneapolis Star and Tribune 89
Minnesota Mining & Manufacturing Co. 50, 112
Montana Advertising Group 52
Montreal Star 66
Moody Monthly 108

New London Day 84
New York Times 9
Newspaper Agency Corp. 82

Oakland Tribune 85
Oklahoma City Oklahoman and Times 88
Orchids of Hawaii 78
Orlando Sentinel-Star 110

Parade 98
Parents' 116
People's Broadcasting Corp. 36
Philadelphia Bulletin 44
Plant Engineering 48-49
Power Drive Engineering 60
Practical Builder 64-65
Prentice-Hall 49
Product Engineering 80-81
Progressive Farmer 86

Quad City Newspapers 113

Radio Corporation of America 29, 90, 113, 114, 121, 126
Reader's Digest 14, 67, 88, 112, 116, 121, 126
Redbook 23

St. Anthony Messenger 96
St. Louis Globe-Democrat 40
St. Paul Dispatch-Pioneer Press 65
San Diego Union and Evening Tribune 108-109
Saturday Evening Post 25-28, 41
Sawyer's 64
Screen Process Printers 109
Signal 121
Sioux City Journal 50
Skipper 73
South Bend Tribune 56
Sports Illustrated 101
Statistical Tabulating Corp. 121
Storer Broadcasting Co. 103

Tacoma News Tribune 4
Thomas Publishing Co. 119
Together 56
Tulsa World 76

U.S. News & World Report 61

Washington Post 19
WAVE 76
WBNS 29
Western Horseman 32
Wichita Eagle and Beacon 62
Winston Salem Journal and Sentinel 84
WJAC 126
WJAR-TV 52
WKZO-TV 22
WOC 84
Worcester Telegram and Gazette 16-17
WSAZ-TV 96
WTRF-TV 48

Yachting 114
Yarder Manufacturing Co. 90

WITH MEDIA
SELECTION BECOMING INCREASINGLY
MORE COMPLICATED

YOUR NO. 1
BUY IS STILL KEWB

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.

Up to the minute . . . up to the market in San Francisco. That's been the KEWB story right along. Your "blue chip buy" in Northern California continues to deliver maximum audiences. Ask your Katz man about the very latest (July-August) Hooper. The spirited young-family groups tell us we're for-sure No. 1 (where it counts most: Monday-Friday, 7 A.M.-6 P.M.). And you can't do better than No. 1 . . .

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

This Week in Washington . . .

Calculated Risk Fails; House Kills Postal Rate Bill But Boosts Deficit

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 21—The House took time from its adjournment rush this week to vote on two items of postal business. It must have been a jarring experience for Postmaster General J. Edward Day.

Since taking office early this year, Mr. Day has struggled manfully to break the spiral of rising costs and bigger deficits. But last Friday, a unique aggregation of conservatives and new frontiersmen in the House derailed the slimmed down rate increase bill. Three days later, with only four dissents, the House pushed through a longevity pay "bonus" which adds $60,000,000 to the department's deficit.

By now Mr. Day may be wondering why he left the security of the insurance business to take responsibility for the Post Office.

■ Our Post Office is probably the world's biggest "public utility"—doing a $4 billion volume, handling about 70 billion transactions annually, employing 560,000 persons and operating nearly 35,000 branch offices. But it is a ping pong ball in the game of politics.

The whole top managerial staff—including Mr. Day—changes with the ebb and flow of election tides. The caliber of talent installed by the patronage system can vary greatly. But worst of all, the political upheaval soon seeps deep into the ranks of the so-called career service.

By chance the patronage system provides competent management, the opportunity to run an efficient Post Office soon flounders on the inherent conflict of interest that exists in the board of directors—the Congress of the U.S.

The Congress fixes the price the department charges for its services, the wages it must pay, and the kinds of transportation and equipment it is to buy. As the votes in the House so forcefully demonstrated last week, the directors have an understandable incentive to please the voters and big campaign contributors by keeping prices down, and court the 560,000 employes and their families by handing out wage increases.

■ Inasmuch as the losses are absorbed by the U.S. Treasury, a utopian situation exists. In a 16-year period, the annual deficits have gone from zero to $850,000,000—and last week's House vote shows there's no inclination to call a halt.

In the voting on rates last week, the usual battle lines were asunder. Many of the big mail order houses and even some of the major magazine publishers gave tacit acquiescence to the compromise rate bill. While big users ordinarily stand to gain from any delay in rate increases, many were convinced that it was more prudent to accept this bill than to risk a bigger increase next year.

The Postmaster General had gone a long way to neutralize the opposition of the big commercial mailers. Earlier this year he was off to a bad start with a rate bill which tried to close the entire $850,000,000 deficit. Most members of the House post office committee feel that postal operations include many public service costs which cannot rightfully be charged to patrons. So they wanted no truck with the original administration bill.

But the rate bill had more lives than the proverbial cat. During four months of behind the scenes backing and filling, Mr. Day took a fresh look at the arguments over postal accounting that deadlocked one rate bill after another in the past. He decided there was a good deal to be said for the user point of view. In the compromise that was before the House, he agreed to new rate formula which concedes virtually every "public service" item which commercial users have proposed. The old argument about accounting procedures was effectively eliminated from discussion.

■ While this neutralized some of the big user organizations which vocally opposed increases in the past—as it turned out—it left the department vulnerable on other counts.

Under the new formula accepted by the Postmaster General in the compromise bill, the department's fiscal needs were trimmed to $550,000,000. Thus 5¢ letters and 8¢ airmail were inescapable if such a sum were to be raised. But the balance, after the increase in first class rates, was so modest that second and third class rates were increased only fractionally.

Experts on the post office committee sensed this was a dangerous situation. A politically palatable rate bill necessarily includes a sharp increase for "advertising" and magazines. But publishers have been increased almost 100% in the past decade, and bulk third class is up 150%. A bill which added substantially to the sums they have already absorbed would inevitably face lengthy hearings in the Senate post office committee.

■ With Congress rushing to go home, a calculated risk was unavoidable. The compromise had to reach the Senate "as is." This was possible only if the House considered it under a "closed rule,"—which specifies that the bill must be voted up or down without amendment.

A hint of trouble ahead appeared when the leadership went to the rules committee Thursday. Instead of a closed rule the committee reported an open rule. This would have opened the way for a talkathon, and endless amendment.

Some of the user groups promptly threatened to demand extensive hearings in the Senate. So, in an almost unprecedented move, the rules committee was reassembled at 7:30 that evening. Through adroit political maneuvering, the rules committee was induced to come back with a closed rule.

On the floor Friday, however, the rate bill floundered in a crossfire. Conservatives recalled that the Kennedy administration had "stacked" the rules committee early this year to make sure that the House had an opportunity to "work its will." One caustic conservative speaker after another insisted that high principle required the defeat of the "gag rule," so the House could "work its will."

■ In the wings waiting to work their will were the new frontiersmen. They strained with eagerness to protect the "little fellow," who uses first class and already "pays his way." Demands for a bill directed at advertising and magazines echoed through the chamber.

With the defeat of the rate bill, users are assured that postal rates will remain unchanged for at least another year. Yet some of the big users who were ready to accept this year's compromise bill insist that this may prove to be a losing game.

Organized postal workers are expected to try for another general adjustment in pay scales next year, which could add between $150,000,000 and $250,000,000 to the cost of running the Post Office. The rate bill required to offset the deficit once these increases are approved would involve considerably more than $550,000,000. And the difference beyond the 5¢ letter and 8¢ airmail—will necessarily have to come from advertisers and publishers. #

ENGAGED, BUT—*This is Gray & Kilgore's way to advertise two clients whose merger is official but not yet effective. The fractional page sequence is scheduled for October issues of 11 insurance journals.*

'Journal' Names Mitchell, 6 Others

PHILADELPHIA, Sept. 21—A number of major reassignments of executives of *American Home* and *Ladies' Home Journal* were announced today.

E. Kent Mitchell has been named general manager of *Ladies' Home Journal*, it was announced by Robert E. Mitchell, president of Curtis Publishing Co. Mr. Mitchell, a Curtis vp who continues as publisher of *American Home*, will also be responsible for coordinating advertising sales, sales promotion, manufacturing, circulation and editorial programs of the *Journal*.

At the same time, realignment of advertising executive assignments on the two magazines was announced by E. C. Von Tress, director of advertising for Curtis.

■ John J. Veronis becomes vp and advertising director of *Ladies' Home Journal*, succeeding Maurice S. Gould, who becomes vp for new business development on the *Journal*. Mr. Veronis, who has been ad director of *American Home*, is succeeded there by John L. Collins, the present general sales manager.

Jess L. Hadsell moves from sales promotion and advertising manager of *American Home* to associate advertising director of promotion of *Ladies' Home Journal*. John M. Dower will assist Mr. Hadsell. Mr. Dower had been *Journal* promotion director. James A. Shellenberger moves from assistant ad director of the *Journal* to promotion director of *American Home*. All changes are effective Sept. 25. #

Singer Joins Lithoplate

Robert D. Singer has joined Lithoplate Inc., Covina, Cal., subsidiary of Harris-Intertype Corp., Cleveland, as manager of marketing services, a new post. Mr. Singer was formerly printing buyer and sales promotion manager of Sterling Electric Motors.

Peck-Adams Adds Champion

Champion Lamp Works, Lynn, Mass., has appointed Peck-Adams Inc., Hartford, to handle advertising for its line of incandescent and fluorescent lamps. Culver Advertising & Walter B. Snow & Staff, Boston, formerly handled the account.

Brown-Forman Sets Yule Ads for Early Times, Old Forester

NEW YORK, Sept. 20—Brown-Forman Distillers Corp. will be one liquor company which won't compete in aging whisky for the sake of age. Unveiling the distiller's holiday ad program here, Rodman W. Moorhead Jr., vp and exec director of advertising and promotion, urged "There is a point in the life of an athlete, in the life of a wine and in the cooking of a steak, when it is at its prime—the peak of perfection."

He said that after this point, "The athlete loses coordination, the wine sours and the steak burns."

The same is true of fine bourbon, he added.

Highlight of this year's packaging program will be the Old Forester "gold stripe" gift decanter, with stripes of 14-carat gold. It will feature in a "glass label" ad headed, "Three wonderful ways to give Old Forester." Ad is scheduled for *Gourmet*, *Look*, *Town & Country* and *U. S. News & World Report*, starting in November.

■ Early Times Kentucky bourbon, in a red foil package carrying drawings of oldtime fire engines, will be featured in four-color pages in *Look*, *Newsweek* and *Sports Illustrated*.

Both brands will use ads (many in two colors) in more than 300 newspapers.

Brown-Forman also will use outdoor ads for Early Times, with the heading, "Don't guess!—give Early Times."

Starting in October, two-color spreads for a combination of brands will run in 21 liquor trade publications.

Erwin Wasey, Ruthrauff & Ryan handles Old Forester and Early Times. #

CTV to Carry Football

CTV, Toronto, Canada's new tv network, has acquired the Canadian tv rights to 12 National Football League games for the coming season. Sponsor for the series will be Molson's Brewery Ltd., through MacLaren Advertising Co. The game will spotlight the Baltimore Colts and the Pittsburgh Steelers who are being seen on CFTO-TV, Toronto; CJOH-TV, Ottawa; CJSS-TV, Cornwall; and CFCF-TV, Montreal.

Richmond TV Elects Preston President, Succeeding Lucy

William R. Preston has been elected president of Richmond Television Corp., owner of WRVA-TV. Mr. Preston will assume his new post Oct. 1, taking over from C. T. Lucy, who is retiring. He will continue as assistant vp of Larus & Bro. Co., in charge of WRVA in addition to new duties as president of WRVA-TV, in which the parent company owns controlling interest.

Bob Hope Guaranteed $25,000 in Tune-In Ads for Revlon Shows

(Continued from Page 2)

consider tune-in support most important are U.S. Steel, for "U.S. Steel Hour" (this show gets a free sponsor plug in the CBS ads, which don't generally mention the name of the advertiser, because CBS can't figure what else to call it); General Electric for "GE Theater"; Chevrolet for "Bonanza" and "My Three Sons"; Autolite for "Straightaway"; and DuPont for its new weekly series.

NBC, by its definition, will not run tune-in newspaper advertising this year. There was a full page "image making" ad for the new Joey Bishop show, with no sponsor mention in the *New York Times* this week. To NBC, it might have been an image maker, but several sponsors called the network to suggest that their entertainment buys were just as good for image purposes and to say they would like a full page as a reminder to viewers to tune in—whatever the network wanted to call it.

■ NBC has co-op funds available for shared ads—50% from the network and station and 50% from the sponsor—in *TV Guide*. None of these co-op ads has been scheduled for participating advertisers because an eight-way split is simply impractical even if major and minor sponsors could all agree on a specific episode to promote.

TV Guide has reported lively tune-in business for the new season, with a number of schedules set for such companies as DuPont, U.S. Steel, Chevrolet, Bell Telephone, Pontiac, and Hallmark, among others.

This fall will find a number of packagers buying ads for their shows. Walt Disney has bought tune-in ads for his new hour telecast on NBC. MGM has *TV Guide* reminders set for "Dr. Kildare," "Cain's 100," "National Velvet" and "Father of the Bride." MCA will use the same magazine for a number of its shows.

■ It should be emphasized that even in the case of multiple sponsors, the situation as relates to tune-in and promotional advertising varies. Jack Paar's show is the most multiple of vehicles, but many of his sponsors have tied their entire advertising and merchandising programs to minutes within Mr. Paar's late night funfest.

Other multiple sponsors buy tune-in advertising in key markets where dealers and distributors want to tie in with the program. Most multiple sponsors merchandise the program so that their sponsorship is well circulated within their own company and coordinate their tv efforts with point of sale promotion. Ads in business papers help to remind important people in the trade of where their commercials are being seen. #

McCallum Named General Manager of Booth Newspapers

George P. McCallum Jr., manager of the *Ann Arbor News* has been promoted to exec vp and general manager of Booth Newspapers Inc., Detroit, succeeding Harold M. Utley, who has joined the *Lansing State Journal* as publisher. Mr. Utley replaces Paul A. Martin, who is retiring after 33 years in that job.

Mr. McCallum was succeeded at Ann Arbor by Ralph E. Schweitzer, formerly assistant-manager of the *Grand Rapids Press*. Booth also announced that Gordon Craig, secretary and assistant treasurer, has been promoted to vp.

Genesco Names F&S&R to Handle Corporate Drive

(Continued from Page 1)

appointment, F&S&R will be paid a fee by the company during the initial "learning" period, until the agency acquires "full knowledge" of the company and its many divisions.

This will include "innumerable" meetings with Genesco executives and Mr. Wallach, both in Nashville, Tenn., Genesco's headquarter city, and New York. The fee will continue until the agency starts placing ads, "anywhere from three to six months from now, maybe longer," Mr. Wallach told Advertising Age. The budget will remain "open" until definite ad suggestions are made.

■ The aim of the forthcoming campaign is to make the Genesco name more celebrated, since many of its retail and manufacturing divisions are considerably more well-known than the parent company. Its retail divisions include Tiffany & Co., Bonwit Teller, Whitehall & Hardy and Henri Bendel. Shoe divisions include I. Miller, Christian Dior, Mademoiselle, Mannequin and Johnston & Murphy. Other manufacturing divisions: Formfit Co., Rogers Lingerie, L. Greif & Bros., English-American Tailoring Co., and House of Fragrance. In all, it has 61 divisions, some 20 ad agencies, and more than $10,000,000 in advertising is involved.

Mr. Wallach hopes to have the first phase of the new campaign going by Easter or next fall. It will be directed to the financial and business community, running in such publications as *Business Week* and *Wall Street Journal*, he said.

Several months after the financial push gets under way, Mr. Wallach foresees a second campaign directed to the trade "for acquisition purposes." This will run in consumer publications like *New York Times Magazine* and *Harper's Bazaar*.

■ F&S&R will also study the possibility of a third campaign, this one directed to the consumer. This would stress the Genesco name along with certain divisions.

In the marathon agency selection, the agencies were first screened by Mr. Wallach (director of advertising and pr for H. K. Porter & Co. before setting up Wallach-Cox with Thomas Cox, his co-worker at Porter); then, he and Maxey Jarman, Genesco chairman, met for breakfast or lunch with about a dozen finalists.

The "very large" agencies were ruled out of the running, since Mr. Wallach felt the account would get lost in a large shop. The final selection was made among F&S&R, Adams & Keyes and Mogul Williams & Saylor.

■ In its annual report, just published, Genesco reports sales for fiscal 1961 of $333,496,394 and net earnings of $8,154,624. Comparable 1960 figures were $305,137,014 and $7,539,841. #

Ten-Year Record of Advertising Agencies' Cost and Profits

(Per cent of gross income unless otherwise stated)

Number of agencies represented	1951 188	1952 197	1953 207	1954 213	1955 211	1956 213	1957 222	1958 239	1959 240	1960 245
Rent and depreciation	5.93%	6.03%	5.93%	6.03%	6.09%	6.32%	6.69%	7.20%	6.92%	7.02%
Taxes (other than U.S. income)	1.68	1.47	1.45	1.47	1.58	1.65	1.71	1.72	1.91	2.18
Other operating expense	14.16	14.50	14.40	13.96	13.58	13.69	13.92	14.51	14.14	14.34
Total payroll	68.57	68.62	68.63	69.87	69.10	68.58	69.86	70.30	69.18	68.94
Payments into pension or profit-sharing plans	0.81	0.65	0.88	0.91	1.10	1.42	1.31	1.17	1.27	1.31
Insurance for employe benefit	0.14	0.19	0.21	0.24	0.34	0.41	0.42	0.45	0.52	0.56
Total expenses	91.29	91.46	91.50	92.48	91.79	92.07	93.91	95.35	93.94	94.35
Profit before U.S. income tax (as percentage of gross income)*	8.71	8.54	8.50	7.52	8.21	7.93	6.09	4.65	6.06	5.65
U.S. income tax	2.54	2.29	2.40	2.11	2.70	2.74	1.98	1.42	1.79	1.79
Net profit (as percentage of gross income)*	6.17	6.25	6.10	5.41	5.51	5.19	4.11	3.23	4.27	3.86
(Incorporated agencies only)										
Profit before U.S. income tax (as percentage of gross income)*	9.42	8.40	8.80	8.17	8.63	8.57	6.09	4.28	5.94	5.56
U.S. income tax	3.78	3.41	3.36	3.20	3.57	3.55	2.55	1.89	2.17	2.12
Net profit (as percentage of gross income)*	5.64	4.99	5.44	4.97	5.06	5.02	3.54	2.39	3.77	3.44
Net profit (as percentage of sales—i.e. billing)	0.99	0.87	0.95	0.87	0.89	0.88	0.58	0.42	0.67	0.60

*Gross income comprises commissions, agencies' service charges, and fees.

Source: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes. Agencies included handled close to two-thirds of the billing of the entire advertising agency business in the U.S.

Cutty Sark, Sans Agency 20 Years, Appoints Maxon

(Continued from Page 1)

signed the account in 1941 because the client was forced by the war to suspend advertising. When the company resumed advertising in 1955, it used ads originally prepared by McCann in 1938. With minor changes, it has continued to use the same stock of ads to the present.

Harold Lonergan, treasurer, secretary and managing director, has placed the ads himself. He has earned for Cutty Sark a reputation for unusual media selection and space buying, while consistently declining agency solicitations for the business.

■ Cutty Sark spent some $300,000 in 1955; last year it spent $1,100,000. Cutty Sark was the largest advertiser among scotches in newspapers last year when it billed $670,000, almost double its 1959 investment in the medium. In magazines, the brand was the fifth largest spender, with some $469,000, moving up from 10th largest the year before.

Computing on the basis of approximately $2 per case for advertising, Cutty Sark sold some 550,000 cases last year. Industry sources "wouldn't be surprised" if Cutty Sark's volume so far in 1961 is at the rate of some 700,000 cases for the year.

At this rate, Cutty Sark is near the 800,000-case level of Ballantine and Black & White, largest sellers in the U.S. The industry rates Cutty Sark as "definitely No. 3 now," while the brand is clearly shooting for No. 1. This fast-moving situation is given as one reason for the company's change of heart about naming an agency.

It has also been rumored a long time in the trade that Buckingham may go public, and the naming of an agency might help it to "build up a prospectus."

■ Maxon, which handles some Hiram Walker whisky business out of Detroit, will handle Cutty Sark from New York. M. F. Mahoney, vp and general manager, will supervise the account. #

Tracey Named Media Head

Edwin E. Tracey has joined Owens & Associates, Phoenix, as media director. Mr. Tracey was formerly a sales representative of KPHO, Phoenix.

Stoner McCray Buys Units of Naegele in Nebraska

Stoner McCray System, Des Moines, has purchased the Lincoln and Norfolk, Neb. operations of Naegele Outdoor Advertising Co. The acquisition includes outdoor advertising operations in 38 small communities on southeastern Nebraska. Purchase price was in excess of $500,000. Robert Schleiger, formerly with the sales staff of General Outdoor Advertising in Omaha, has been named general manager of the Lincoln plant.

'American Home' Tests Price

American Home, which has had a 35¢ cover price since October, 1957, has confirmed that it is dropping the price to 29¢ for the October and November issues. All territories except Chicago, Detroit and New York are included in the "test," referred to by Curtis Publishing as a "routine circulation operation."

Mogul to Merge With West Coast Shop; Chicago Next

New York, Sept. 21—Mogul Williams & Saylor will soon announce a merger with a West Coast agency billing $2,000,000 to $3,000,000, Emil Mogul, president, confirmed today. Mogul will also merge "before the end of the year" with a Chicago agency billing about the same, it was learned.

However, the agency's bid to establish some kind of Canadian operation is still up in the air. First moves in this direction were made last April, when two senior executives "saw some people" in Toronto.

■ Mr. Mogul said he will visit Los Angeles in two weeks to choose between two agencies there. The merger will take effect Nov. 1.

Mr. Mogul recently made two previous trips to the West Coast to find a replacement for his West Coast affiliate, Beckman & Koblitz, which had been Mogul's service arm for four years. Beckman had to back out because a conflict arose between its Nationwide Brake Service account, a regional advertiser in the Southwest, and Mogul's client Rayco Mfg. Co.

Mogul also handles Rootes Motors on the West Coast. Together, Rayco and Rootes will bill some $800,000 next year. Mogul currently bills about $19,000,000. #

What they see on WJAC-TV

THEY BUY!

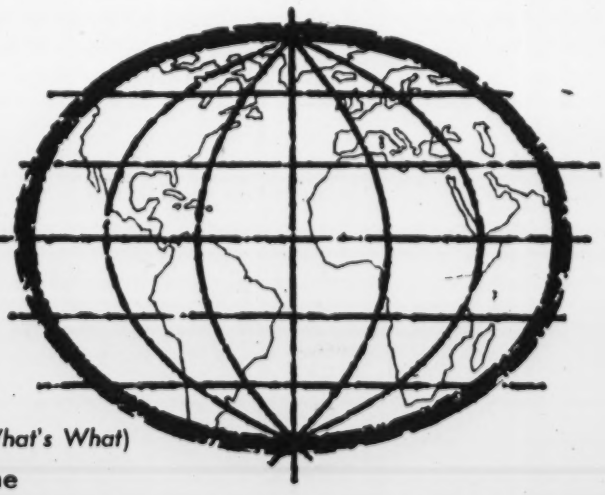
You won't find a better showcase for your product in the Johnstown-Altoona Market than WJAC-TV. Both ARB and Nielsen rate WJAC-TV the Number One station in this area. But even more significant than statistics are sales results--and happy advertisers, in every product category, attest to the selling power of WJAC-TV. Why not put your advertising on the station that turns statistics into sales!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

110 ADVERTISERS SPONSOR COLOR TV

During the '60-'61 season, 110 major advertisers sponsored network Color Television programs. More and more sponsors are moving up to Color. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

October 2nd is FACTS day for International Advertisers



Look for the Who's Who (*and What's What*) of International Magazines in the **October 2nd Ad Age**

"A Slice of LIFE"

A simple, dramatic no-nonsense way to tell what magazines your best customers read

A simple—but most important—question about the effectiveness of an advertising medium is "do the readers buy the products that are advertised in it?"

A Study of the Accumulative Audience of LIFE; A Study of Four Media; the Study of Consumer Expenditures—all initiated by LIFE, have over the years provided marketers with all kinds of bench marks to determine the relationship of magazine reading and the sale of goods and services. But still many advertisers' most basic need is a more easily grasped answer to the question:

"Do the people who buy the products I sell read the magazine I advertise in?"

Alfred Politz Media Studies now provides a dramatic new way to understand the retail effectiveness of magazine media—in a series of studies which began six months ago and will continue for an indefinite period. The project is called "**A Slice of LIFE.**"

Supermarkets, automobile showrooms, liquor stores, druggists, department stores, retailers of many kinds, in selected localities all across the land, provided lists of **recent buyers.** From a Chicago appliance dealer, for example; from consecutive sales slips, the names of people who had bought refrigerators. From a Long Island automobile dealer: families who had bought 1961 cars. From a Los Angeles furniture store: consecutive purhasers of mattresses.

At a supermarket, representatives were stationed at checkout counters for an entire day and picked every customer whose purchases were $20 or more. At drug stores and liquor stores, the owner himself identified (in confidence) his best customers. In each case, enough names were taken to yield interviews in approximately 100 households.

These **known buyers** were then interviewed, according to accepted recognition procedure, on their readership of a **given issue** of several leading magazines. Not on their readership of these magazines generally, but on their actual readership of a **specific** issue.

Each study is in effect a census of a "slice" of identified recent customers, of a **specific** retail outlet, on their readership of **specific** issues of specific magazines. It is not based on asking magazine readers "what they intend to buy"; "what have they bought in the past 30 days"; nor, on the other hand, is it asking a random sampling of shoppers which magazines they read.

For marketing executives who have to be sensitive to the effectiveness, seen or unseen, of their advertising dollars, these three results should be significant:

1. Dramatic new evidence to retailers—and their suppliers—of how effectively national magazines can reach customers on the local level.

2. Dramatic evidence of the coverage of the magazine medium. In practically every case, upwards of 65% of these identified customers had read one or more of the three most widely read magazines.

3. Dramatic evidence of the power of LIFE. As a rule, more of these identified customers read LIFE than any other magazine in the survey.

GLENCOE, ILL.—
Wienecke's Hardware Store

% of households on list of store's best customers reached by an average issue of each magazine

LIFE	72%
Post	36%
Better Homes and Gardens	23%

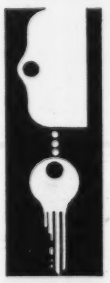
1 or more of these magazines reached 79% of *all* households

LOS ANGELES—
Barker Bros. Furniture Store

% of individuals who recently bought mattresses reached by an average issue of each magazine

LIFE	57%
Better Homes and Gardens	33%
McCall's	29%
Post	26%

1 or more of these magazines reached 76% of *all* individuals



ROCKVILLE CENTRE, N.Y.—
Hayes Oldsmobile

% of households which recently bought new cars reached by an average issue of each magazine

LIFE	60%
Look	42%
Post	29%

1 or more of these magazines reached 68% of *all* households

CHICAGO—Polk Bros.

% of households which recently bought refrigerators reached by an average issue of each magazine

LIFE	53%
Look	39%
Post	23%
McCall's	23%
Better Homes and Gardens	22%

1 or more of these magazines reached 69% of *all* households

CHICAGO—Zimmermann's Liquor Store

% of households identified by owners as best customers reached by an average issue of each magazine

LIFE	68%
Post	38%
Look	30%

1 or more of these magazines reached 80% of *all* households

BALDWIN, L. I., N.Y.—Food Fair

% of households whose purchases were over $20 reached by an average issue of each magazine

LIFE	53%
McCall's	37%
Look	32%

1 or more of these magazines reached 75% of *all* households

People Value
Retailers Value
Advertisers Value

LIFE

"As a result of your sound move we are going to increase our schedule in Good Housekeeping for the coming year, and be forced to reduce it elsewhere."

"In addition to the statistical advantage Good Housekeeping showed, client management as well as our own feel very strongly that Good Housekeeping's policy was a tremendous plus in our decision on this color schedule."

"If it comes to a decision on which publication to use, I can't see how an agency could justify to their clients any other buy but Good Housekeeping."

"Yours is the publishing policy that will endure."

"Congratulations on your brilliant planning. Our agency will be placing business with you."

"Reaction from our clients has been quite vocal, and is entirely in your favor."

"My belief is that it will be translated – as practically as possible – into strong support for Good Housekeeping."

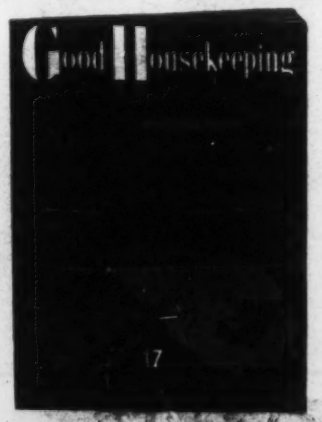
"What Good Housekeeping is doing is truly a great step forward. Speaking of steps forward, we are taking an important step with a full color ad in your next issue. Congratulations on the far-sighted publishing policy you have created."

The second nicest thing we're getting is praise

The first, of course, is space orders. In the last three months, scores of new advertisers have come to Good Housekeeping with millions of dollars in orders. And present advertisers have increased schedules an even greater amount.

Many of these advertisers and their agencies phone us or send along a note telling us why they're investing in Good Housekeeping. The words vary but the theme is consistent. Advertisers recognize that Good Housekeeping readers pay a fair share of publishing costs for the only true service magazine, and advertisers, therefore, pay equitable rates.

They are discovering from the new Nielsen Media Service audience data that, if their objective is women, Good Housekeeping is the most efficient buy per dollar* among major mass magazines – all women, or those in homes with higher incomes, children, younger age groups. These are vital considerations today when advertising budgets are not expanding as rapidly as advertising rates. (There will be no increase in rates for Good Housekeeping through June 1962.)



Above are a few samples of the many thoughtful and pointed expressions from advertisers and agencies. They are comments from men of action – not just words.

In short, praiseworthy – *and orderworthy.*

Guaranteed by Good Housekeeping

*Nielsen Media Service #1, and latest announced rates.

Good Housekeeping

Magazine and Institute / A Hearst Magazine